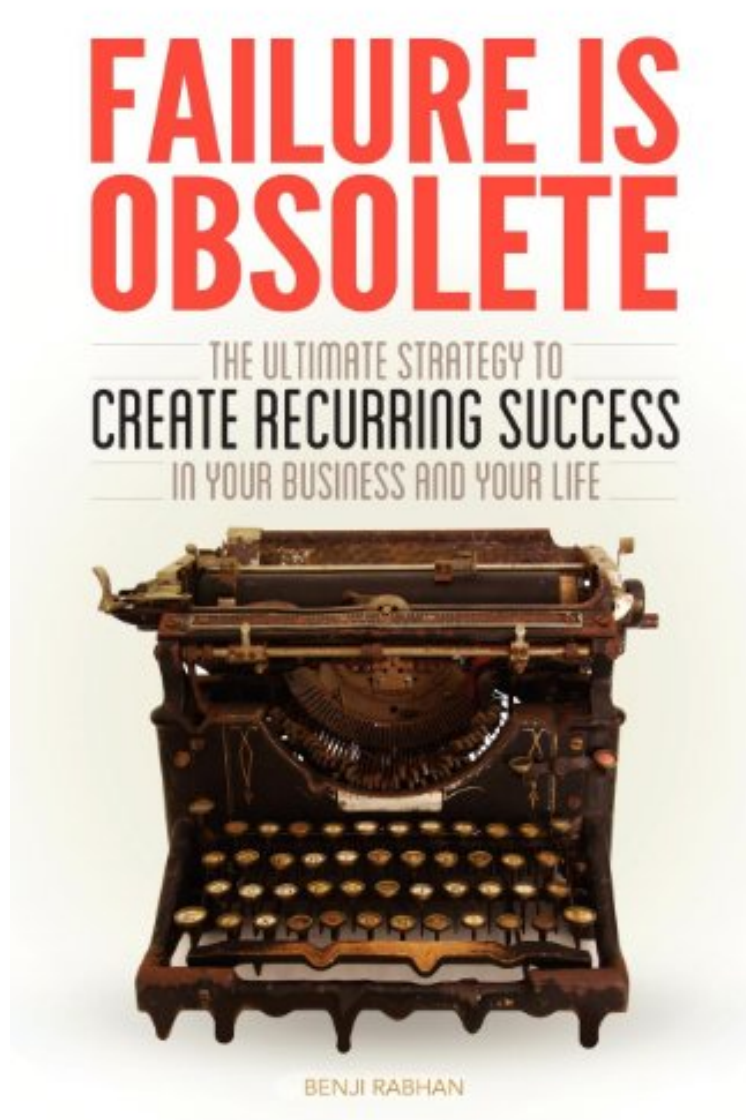


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2 of 2 people found the following review helpful. Good for a beginner to marketing, but not a lot of new ideasBy

eackbaraliI have to say here first that I did not finish the book. It just did not hold my attention. If you have read books before on marketing testing through methods such as A/B split testing with landing pages and also the lean startup, you really do not need to read this book. If you are new to testing, then this book would be useful. However, you will gain much more value by reading books by author Perry Marshall. When it comes to testing and using Google Adwords, FB Ads and overall Inbound marketing, Perry Marshall is by far the best.1 of 1 people found the following review helpful. Not worth readingBy Ondrej IlincevThis book could be summed up in one sentence: Test the waters by dipping in a toe before jumping right in. There are some details as to what and how to test this, but really not worth your time. You might want to buy Benji's other book: Convert every click, which deals with website conversions and is much more useful.0 of 0 people found the following review helpful. Revolutionary short cut to Successful projectsBy D. EpsteinThough more applicable in internet based businesses, this simple and highly effective technique can save one years, fortunes and suffering on their road to success. I recomend it.

Failure Is Obsolete reveals an easy to use formula for testing high-risk ideas in a low-risk environment, providing likelihood of success *before* you waste a lot of time and money moving in the wrong direction. Be confident in your success for business decisions from creating new products, hiring employees, and launching new marketing campaigns to everyday decisions like dating, and choosing a retirement home. The strategy discussed comes from the author's years of experience in conversion rate optimization where he helps companies improve their websites and marketing funnels so they make more money. "Failure Is Obsolete" also reveals some of Rabhan's best conversion techniques readers can use on their own websites.

""Benji Rabham is one of the smartest conversion guys I know. He's really two to three years ahead of the other companies out there. He consistently generates astonishing results for clients and the people I work with rave about him."" -- Perry Marshall, Author of ""The Ultimate Guide to Google AdWords."" I LOVE this book. It is a perfect illustration of ""sophisticated simplicity""! We've already started using this strategy to help make better decisions in our business."" -- Susan Kruger, M.Ed. Author of ""SOAR Study Skills