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Play Bigger: How Pirates, Dreamers, and Innovators Create ...

HOW PIRATES, DREAMERS, AND INNOVATORS CREATE AND DOMINATE MARKETS. What does it take to win today? Play Bigger introduces the new discipline of category design developed by the founders of a Silicon Valley firm.

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It is “the new how-to guide for entrepreneurs and executives who want to build legendary, enduring companies,” says Jim Goetz of Sequoia Capital.

Play Bigger | Christopher Lochhead Follow your Different.

Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets - Best Selling "Instant Classic" from Harper Collins

Play Bigger "Instant Classic" Business Book

Play Bigger: How Pirates, Dreamers and Innovators Create and Dominate Markets Hardcover - 3 August 2016 by Al Ramadan (Author)

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A groundbreaking discipline called Category Design is revealed in the book Play Bigger—How Pirates, Dreamers, and Innovators Create and Dominate

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Markets. Winning today isn't about beating the competition at the old game. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time.

Play Bigger | PlayBigger

We are looking for the pirates, dreamers and innovators who live to solve great problems in new and astonishing ways. They are like Les Paul, who had to make guitars louder by making them electric. ... Play Bigger initiated our research agenda to study the science and data of how categories are defined, developed and dominated.

Play Bigger

Play Bigger How Pirates, Dreamers, and Innovators Create and Dominate Markets. by Al Ramadan, Dave Peterson, Christopher Lochhead, Kevin Maney. On Sale: 06/14/2016. Read a Sample Read a Sample Read a Sample Enlarge Book Cover Audio Excerpt. \$16.99. Spend \$49

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Format:

Play Bigger - Al Ramadan - E-book

How Pirates, Dreamers, and Innovators Create and Dominate Markets ... In Play Bigger, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While ...

Play Bigger (Audiobook) by Al Ramadan, Dave Peterson ...

Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets. The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a...

Play Bigger: How Pirates, Dreamers, and Innovators Create ...

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And Innovators Create And Dominate Markets
To play bigger, you have to position yourself as the leader in that category — because you're different — and then convince everyone that category is going to be a very big deal.

Summary of Play Bigger by Al Ramadan, Dave Peterson ...

Play Bigger : How Pirates, Dreamers, and Innovators Create and Dominate Markets. by Al Ramadan and Dave Peterson and Christopher Lochhead. Overview -. The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design.

Play Bigger : How Pirates, Dreamers, and Innovators Create ...

Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets (Inglês) Capa dura - 14 Junho 2016 por Al Ramadan (Autor), Dave Peterson (Autor), Christopher Lochhead (Autor), Kevin Maney (Autor) & 1 mais

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Play Bigger: How Pirates, Dreamers, and Innovators Create ...

Play Bigger, Book Review. In an older post, I claim most marketing books suck. I stand by this; Most marketing books are garbage, rehashing other, older books, written to convince big companies who can hire consultants, to hire the authors. In that post, I quote Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets — because it's the most recent marketing book fitting my description that has crossed my path.

Play Bigger, Book Review - Mason Pelt

Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets Al Ramadan, Dave Peterson, Christopher Lochhead, and Kevin Maney HarperBusiness/An Imprint of HarperCollins (June 2016) How to achieve and then sustain a competitive advantage in almost any marketplace

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Play Bigger: A book review by Bob Morris - Blogging on ...

Play Bigger Category Design Agency was inspired by the book Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets. The book was co-authored by CDA Partner, Kevin Maney, along with Dave Peterson, Al Ramadan, and Christopher Lochhead.

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