



Baked in: Creating Products and Businesses That Market Themselves

By Alex Bogusky, John Winsor

Agate Publishing. Paperback. Book Condition: new. BRAND NEW, Baked in: Creating Products and Businesses That Market Themselves, Alex Bogusky, John Winsor, Brands must build a new relationship with their customers and the culture they participate in. The old rule was to create safe, ordinary products and combine them with mass marketing. The new rule: create truly innovative products and build the marketing right into them. Today, it's within the product itself that a brand has the most leverage with consumers. So where should companies start? They must take their brands back to their foundations and realize that the message is not the product, but that the product is the message. Authors Alex Bogusky and John Winsor have worked with some of the most important brands in today's marketplace, including American Express, Best Buy, Burger King, Coca-Cola, Google, Nike, Microsoft, Patagonia, and Toyota, utilizing the tools they discuss in this book. Writing in a swift, irreverent style, Bogusky and Winsor make readers feel like they are getting a front-row seat at a top-level marketing strategy session.



READ ONLINE
[6.76 MB]

Reviews

This published book is wonderful. It is one of the most incredible book we have go through. I realized this pdf from my i and dad advised this book to learn.

-- **Felicia Heidenreich**

Excellent electronic book and valuable one. We have read and so i am sure that i am going to likely to study again once more in the foreseeable future. I am just happy to inform you that here is the very best book i have read during my personal lifestyle and might be he greatest book for possibly.

-- **Brendan Wuckert**