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BAKED IN: CREATING PRODUCTS AND BUSINESSES THAT MARKET THEMSELVES







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....

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- Authored by Alex Bogusky, John Winsor
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