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Play Bigger How Pirates Dreamers  
A groundbreaking discipline called Category Design is revealed in the book Play Bigger!How Pirates, Dreamers, and Innovators Create and Dominate 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: How Pirates, Dreamers, and Innovators Create ...  
Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets Kindle Edition by Al Ramadan (Author), Dave Peterson (Author), Christopher Lochhead (Author), Kevin Maney (Author) & 1 more Format: Kindle Edition

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

Play Bigger "Instant Classic" Business Book  
#1 Amazon Best Seller!Every entrepreneur looking to alter the landscapeand every CEO looking to reimagine their business can learnfrom this book. Play Bigger provides inspiration and a framework forbuilding companies that transcend gravity.MARC BENIOFFFOUNDER, CHAIRMAN/CEO SALESFORCE HOW PIRATES, DREAMERS, AND INNOVATORS CREATE AND DOMINATE MARKETS What does it take to win today? Play ...

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, ... Play Bigger initiated our research agenda to study the science and data of how categories are defined, developed and dominated.

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Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets - Kindle edition by Ramadan, Al, Peterson, Dave, Lochhead, Christopher, Maney, Kevin. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets.

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Christopher Lochhead is the host of The Podcast Silicon Valley Needs Legends & Losers, and co-author of Harper Collins Instant classic, Play Bigger: How Pirates, Dreamers and Innovators Create and Dominate Markets.

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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. Mike Maples founder of VC firm Floodgate, says of Play Bigger: "I believe that its ideas and frameworks will be relevant to the next ten years in the ...

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