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“Play Bigger shows why it’s so important to build category kings and what it takes to succeed in this new discipline of category design. This is must read book for all brand marketers, VC’s, and board of directors who want to take market creation into their own hands” -- R "Ray" Wang, Principal Analyst & Founder, Constellation Research, Inc. Author Disrupting Digital Business

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About This Book: The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design. Winning today isn't about beating the competition at the old game.

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