

[PDF] Baked In: Creating Products And Businesses That Market Themselves

John Winsor, Alex Bogusky - pdf download free book

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Description:

Review "With Baked In, Alex Bogusky and John Winsor recast the way people will think about the integration of marketing and product design. This is a provocative and compelling message, and vision for the future."- Matt Jacobson, Head of Market Development, Facebook

About the Author Alex Bogusky is the chief creative insurgent at MDC Partners, the parent company of Crispin Porter + Bogusky advertising agency. He lives in Miami. John Winsor founded Victors & Spoils, the first ad agency built on crowdsourcing principles. He lives in Boulder, Colorado. --This text refers to the edition.

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