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products and instant communications, keeping up with the competition is not a winning strategy.

Today you have to out-position, outmanoeuvre, and out-design the competition. The new rule? When everybody zigs, zag. In the recent bestseller, *The Brand*

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Gap (AIGA/New Riders), Neumeier showed companies how to bridge the distance between business strategy and design. In his latest book Zag, he illustrates the first big step in building a high-performance brand—radical differentiation.

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zigs, zag," says Marty Neumeier in this fresh view of brand strategy. ZAG follows the ultra-clear "whiteboard overview" style of the author's first book, THE BRAND GAP, but drills deeper into the question of how brands can harness the power of differentiation. The

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author argues that in an extremely cluttered marketplace, traditional differentiation is no longer enough—today companies need radical differentiation to create lasting value for their shareholders and customers. In an entertaining 3-hour read you'll learn: -

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to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment. In the 13 years since Neumeier wrote *The Brand Gap*, the

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influence of social media has proven his core theory: "A brand isn't what you say it is " it's what they say it is." People are no longer consumers or market segments or tiny blips in big data. They don't buy brands. They join brands. They want a vote in what gets produced and how it

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gets delivered.

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time to gain the business insight. Once you understand what the people across the table are thinking, you'll be able to think how they think to do what we do.

Part manifesto, part handbook, THE DESIGNFUL COMPANY provides a lively overview of a

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According to the author, traditional managers have relied on a two-step process to make decisions, which he calls “knowing” and “doing.” Yet in today’s innovation-driven marketplace,

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bold assertion: There can be no real innovation without design. Those who are new to Marty Neumeier's "whiteboard" series may want to ramp up with the first two books, THE BRAND GAP and ZAG. Both are easy reads. Covered in THE DESIGNFUL

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Instead, we need to start from a place outside traditional management. Forget total quality. Forget top-down strategy. In an era of fast-moving markets and leap-frogging innovations, we can no longer "decide" the way forward. Today we have to "design" the way forward—or risk

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Shares forty-six tips

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discussing how to
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