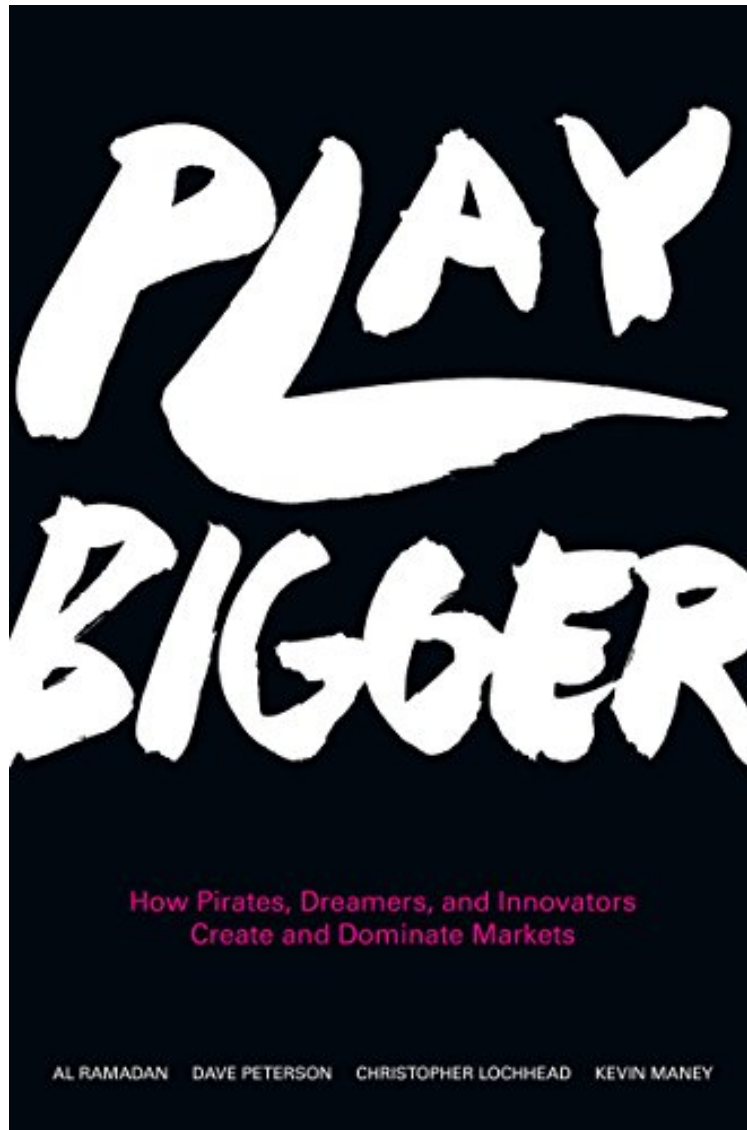


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Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets

Al Ramadan, Dave Peterson, Christopher Lochhead, Kevin Maney
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Al Ramadan, Dave Peterson, Christopher Lochhead, Kevin Maney : Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets before purchasing it in order to gage whether or not it would be worth my time, and all praised Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets:

3 of 3 people found the following review helpful. Unicorns, pirates, dreamers, VCrsquo;s and entrepreneurs- Required summer, fall, winter spring reading!By David SPlayBigger should be required reading for any "business builder" who dreams, doesn't remember their dreams or just needs to start thinking bigger. While the book is a guide to designing,

creating, owning and continually evolving a market category, it is also a manual full of highly motivational and practical life lessons. Full disclosure, I have the personal pleasure of knowing the PlayBigger founders. They have taken their many years of pushing the marketing envelope, combined it with validated market data, leveraged Kevin Maney's great writing talent and created a must read "classic" that allows room for each individual's voice and wisdom to shine. There is a 1981-1983 comedy TV program "The Greatest American Hero" about a guy walking the beach who finds a superhero suit left behind by space aliens. In his excitement, he drops the suit's manual on the beach and now he has to learn the powers of being a super hero alone. How many early stage companies, established businesses, brilliant MBA students and those of us who are veterans of a long list of adventures still keep searching for "The Manual." Start with this book. I admittedly am scared as hell to go down a ski slope at 80 MPH, let alone lean into it. I don't work for SAP, but know many who have and don't any longer (page 26). But, I do know innovation and wisdom. This world desperately needs new ways of thinking, impacting and solving a long list of problems. PlayBigger delivers on a clear road map to category design and points the way for those brave enough to seek to "dent the universe." All of us who are serial entrepreneurs, impassioned change agents, strategic marketing gurus, investors, mentors, voices of written and verbal reason can learn a great deal from the vision and grounded reality shared by the authors.

1 of 1 people found the following review helpful. Play Bigger is highly recommended and a must read book regardless of the industry ...By R. OBrien Play Bigger is highly recommended and a must read book regardless of the industry or field you are in. For people in technology - the industry that the authors have built their reputations in - it is a fascinating view into the process of defining, creating and winning a category. The book is filled with excellent examples of how category leading firms - from Birdseye Foods to Uber - have created and dominated markets by focusing on category design as well as product and company design. I particularly appreciated two of the chapters - Chapter 5 on the importance of a Point of View and Chapter 10 on how you can play bigger. In the final chapter, the authors connect the concepts of the book to the reader personally and help empower the reader to 'play bigger'. I also greatly appreciated the footnotes and encourage the reader to check each one out - the authors have great insights and a wonderful sense of humor. Play Bigger has a personal connection for me in that I have been on the receiving end of the power of category design. I competed with one of the authors who was at Mercury Interactive. Mercury brilliantly re-defined the software testing market, introduced a compelling point of view (Business Technology Optimization), secured alignment with thought leaders and industry analysts and became the overwhelming category leader leaving all the other firms behind. It happened quickly (within a year) and once it was over it was over. Mercury went on to have a successful acquisition by HP and other the other firms fell by the wayside. The lesson was painful at the time but was also a front row seat to the power of category design and a fascinating lesson. Proof that much can be learned from failure as well as success. Play Bigger is a great read and the authors have a fascinating point of view. I am confident that Play Bigger will eventually be considered one of the must read books. Enjoy.

2 of 2 people found the following review helpful. A Roadmap to Making Your Company a Category King. By Customer This book lays out how technology companies such as Uber, AirBnb and formulated new categories and created the ecosystem to support them. It is followed by steps you can take to take your next entrepreneurial idea a step further to be different from the rest of the market and position yourself to become a category king. If you are familiar with many of the companies' stories to the top of their industries, it can sometimes feel like a slow read, but the authors are quick to eventually point on the lessons learned which makes revisiting the history worth it in the end. It also composites important business lessons every entrepreneur should know, when pitching their companies to investors and customers.

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. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can't build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you're going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of "category kings"—companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn't know we had. In Play Bigger, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers. Crossing the Chasm revolutionized how we think about new products in an existing market. The Innovator's Dilemma taught us about disrupting an aging market. Now, Play Bigger is transforming business once again, showing us how to create the market itself.

"Every entrepreneur looking to alter the landscape and every CEO looking to reimagine their business can learn from this book. Play Bigger provides inspiration and a framework for building companies that transcend

