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The Play Bigger Book & Lightning Strike Mobilization Kit

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HOW PIRATES, DREAMERS, AND INNOVATORS CREATE AND DOMINATE MARKETS What does it take to win today? Play Bigger introduces the new discipline of category design developed by the founders of a Silicon Valley firm.

Play Bigger: How Pirates, Dreamers and Innovators Create

...
Now is the time to Play Bigger. The thoughts herein consume the mind of the Pirate, Dreamer and Innovators. This is the treasure map to meaning and mattering. Give up on marketing, let go of positioning: Play Bigger.

Play Bigger How Pirates, Dreamers, and Innovators Create ...
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 ...
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, who had to make guitars louder by making them electric. Or Steve Jobs, who had to make a phone no one knew they needed. Or Elon Musk, who had to show the world cars don't have to run on gas.

Play Bigger | Christopher Lochhead Follow your Different.
Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets. The founders of a respected Silicon Valley advisory firm study legendary

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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.