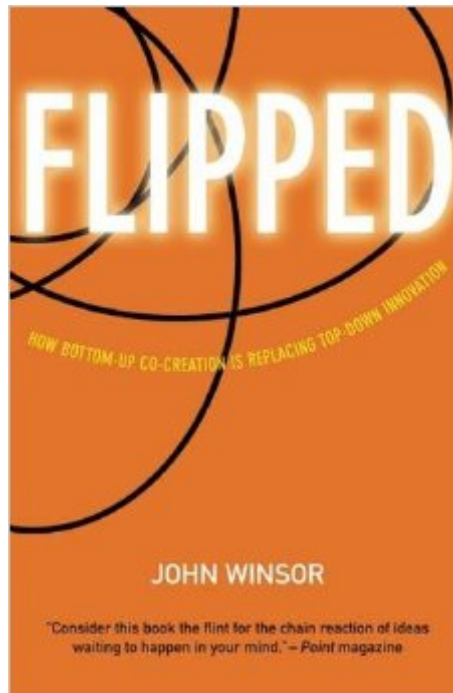


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# Flipped: How Bottom-Up Co-Creation Is Replacing Top-Down Innovation



## Synopsis

Branding is done &#151; in today's business and marketing world, it's all about bottom-up co-creation to ensure real marketing effectiveness and product success. Marketing expert John Winsor makes a powerful case that instead of focusing on traditional branding efforts, companies must learn to use "co-creation" tools to work from the bottom up to create new products, services, and marketing strategies in collaboration with their customers. Today, it's all about getting out in the streets and spending time with the right customers, in their worlds, to create the essential foundations for breakthrough innovation. He takes readers deep into this new kind of customer-company relationship, providing useful case studies as well as practical step-by-step methods to engage these key voices in dialogues that fuel real innovation. Readers will learn how to develop a true bottom-up co-creation strategy and hone the intuition and inspiration that drive innovation.

## Book Information

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## Customer Reviews

Marketing expert John Winsor offers hope to companies that are disconnected from their customers. They must turn the way they do business on its head - employing a "bottom-up" instead of "top-down" approach. Rather than dictating to others from on high, companies should seek closer relationships with their customers and their communities. This book walks business owners through seven important steps to bottom-up business success. It explains the internal strategies organizations should use to get employees thinking in bottom-up terms. And it makes an excellent case for the efficacy of each company developing its own narrative or "story." While generally applicable, the book suffers from occasional repetition. The bottom line on this bottom-up primer:

Although you may not "flip" over it, getAbstract believes this book's easy-to-follow steps could help you develop a closer, more effective dialogue with your customers, which could lead to new and sustained sales.

Run, don't walk to get this book, if you are interested in marketing. Quote from the book: "We are in the twilight of a society based on data". Author turns the marketing field on its head, as he rejects the current data driven, focus group research, so common in the marketing field. Storytelling is given its proper place as an ancient tool of mankind. How current scientific research verifies the power of story-telling to the human brain. The use of intuition in creating community via social media. Not the usual drivel on social media, but original, fresh material. THIS IS THE NEW WAY OF LOOKING AT MARKETING --- GET THIS BOOK. (or don't because I don't want the competition from you!)

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