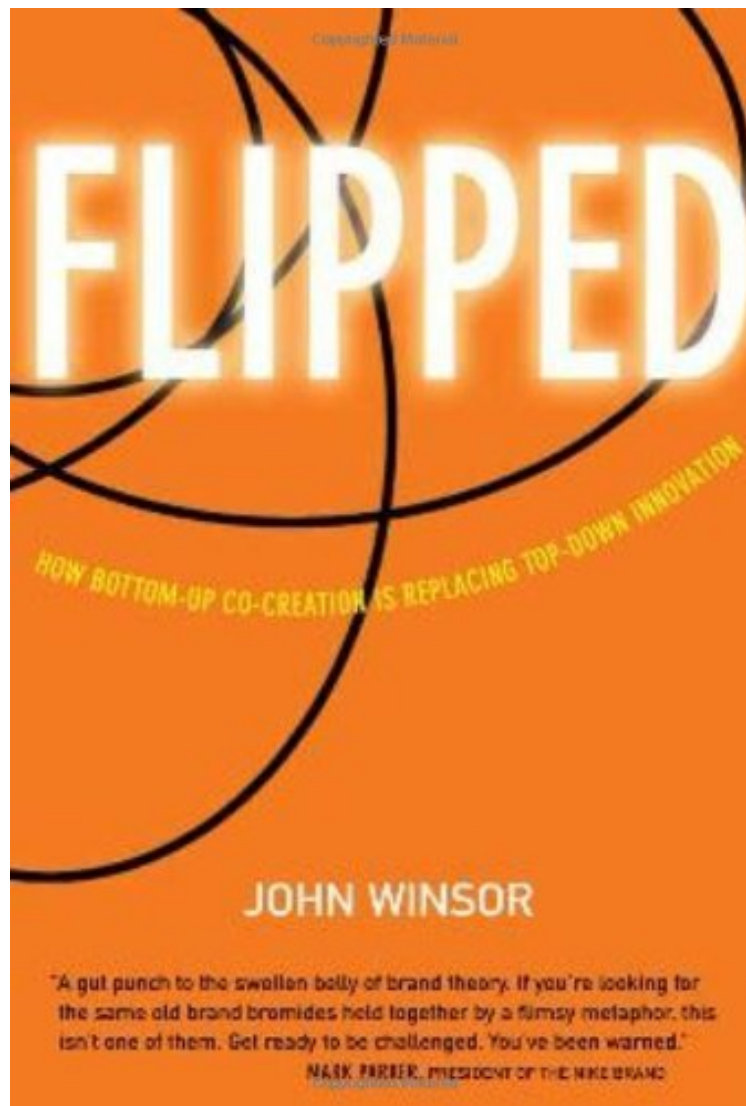


[FREE] Flipped: How Bottom-Up Co-Creation is Replacing Top-Down Innovation

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

John Winsor

*audiobook / *ebooks / Download PDF / ePub / DOC*



[Download](#)

[Read Online](#)

#2395608 in eBooks 2010-04-13 2010-04-13 File Name: B003P9XCBW | File size: 17.Mb

John Winsor : Flipped: How Bottom-Up Co-Creation is Replacing Top-Down Innovation before purchasing it in order to gage whether or not it would be worth my time, and all praised Flipped: How Bottom-Up Co-Creation is Replacing Top-Down Innovation:

0 of 0 people found the following review helpful. Unlike Any of the Many Marketing Heaps I've ReadBy Jean-Marc Saint LaurentBy the time you get through just the first chapter of John Winsor's "Flipped," you start to realize that you aren't ingesting just another book of marketing jargon that no one really cares about or some Ultra-Top-Secret tips

about how to hoodwink Google's ranking systems. This is a book about what marketing IS about: People and connecting with them in the most honest way possible. It's about attending to more than dollars and cents but a sense of community (that much of us, in the search for more dollars, have all but ignored). After reading it, you won't want to wander back into the muck of commercialized narcissistic muck from whence you came. A revelation. A game-changer. 1 of 1 people found the following review helpful. How to keep your customers and your most important business partners engaged with your brand. By Rolf Dobelli. 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. 1 of 1 people found the following review helpful. Profound Marketing Book -- Trailblazing. By Nancy Mehegan. 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!)

Branding is done mdash; 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.

"Don't leave the job of understanding the customer to your research department. Follow John Winsor's advice, and you'll find fresh inspiration for your brand, and yourself."--Shirley Bunger, Director, Brand Innovation, Hewlett-Packard. About the Author John Winsor founded Sports and Fitness Publishing in 1986 and sold it to Conde Nast and Emap in 1998. He started Radar Communications in 1998, which in 2007 merged with Crispin, Porter, and Bogusky. He lives in Boulder.