Baked In: Creating Products and Businesses That Market Themselves

by John Winsor

Baked In: Alexander Bogusky: 9781932841572 - Book Depository Oct 8, 2009. Imagine a famous product designer saying, It's critical that companies wake up to the fact that the product itself is the most powerful. "Not Half Baked at All."

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Bogusky, Alex, and John Winsor. Baked In: Creating Products and Businesses That Market Themselves.