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A groundbreaking discipline called Category Design is revealed in the book Play Bigger—How Pirates, Dreamers, and Innovators

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Category Design Agency was inspired by the book Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets. The book was co-authored by CDA Partner, Kevin

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Maney, along with Dave Peterson, Al Ramadan, and Christopher Lochhead. Mike Maples founder of VC firm Floodgate, says of Play Bigger: "I believe that its ideas and frameworks will be relevant to the next ten years in the ...

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Christopher Lochhead is the host of "The Podcast Silicon Valley Needs" - Legends & Losers, and co-author of Harper Collins' "instant classic," Play Bigger: How Pirates, Dreamers and Innovators Create and Dominate Markets.

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