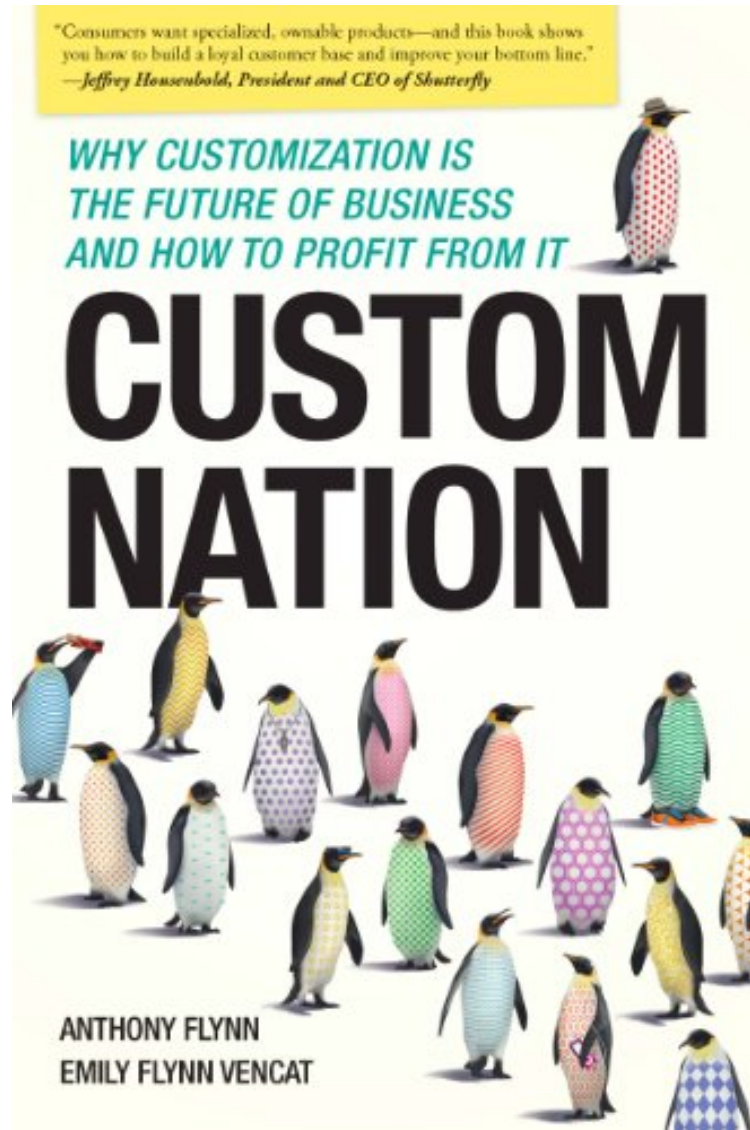


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Custom Nation: Why Customization Is the Future of Business and How to Profit From It

Anthony Flynn, Emily Flynn Vencat

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Anthony Flynn, Emily Flynn Vencat : Custom Nation: Why Customization Is the Future of Business and How to Profit From It before purchasing it in order to gage whether or not it would be worth my time, and all praised Custom Nation: Why Customization Is the Future of Business and How to Profit From It:

1 of 1 people found the following review helpful. Great read for everyone!By CPascoeCustom Nation was an enlightening and fun read! I'm currently an economics and finance undergrad student and it never occurred to me until I read this book how integral customization is becoming for businesses. I was actually shocked my college classes

hadn't explored the impact of customization on businesses! It's something that everyone does now without even realizing it. Furthermore, it is clear the authors researched the history of customization thoroughly. There are so many neat facts/tidbits and graphs about businesses and customization that I never would have imagined. Anthony Flynn doesn't preach the success of his own company in this book, he's sharing the key feature for businesses to succeed now. Custom Nation has countless impressive interviews from CEO's (Vistaprint, Zazzle, CafePress, etc.!) that it makes you truly realize and appreciate the importance of customization. The book also explored the concept of customization from various perspectives, which made the book more enjoyable. For example, Flynn includes a neat experiment study and interview from Dan Ariely (someone who I was thrilled was in the book because I also had the pleasure of interviewing him myself for a term paper), a behavioral economist at Duke, on peoples' willingness to buy something after their own ideas have been imprinted within a good. Flynn has the ability to extrapolate studies such as these and explain them in simple terms for what they mean for customization. If you have the entrepreneurship spirit, this book is definitely worth the read. Custom Nation isn't a "Customization for Dummies" or anything near it -- it's simply a brother and sister reporting on the revolutionary changes that are happening in every business field -- from food to fashion. I highly recommend everyone to check this book out, even if you aren't interested in managing a business. 1 of 1 people found the following review helpful. The newest 'must read' business book By KMMI've started two businesses in 2012 and therefore been consuming business books like it is my job, because basically it is! And Custom Nation sets itself apart from and leads the pack! It is exceptionally well written and both makes the case for customization as the future of business, why this is the time for it, and how to get on board. Thanks to Emily and Anthony, I am now constantly thinking about how to incorporate the principles of customization into my current ventures, and my third business will be entirely customized! I highly recommend this read to fellow entrepreneurs, investors, and customers! Enjoy 1 of 1 people found the following review helpful. Informative page-turner! By RebecpI got this book through pre-order and couldn't put it down! Custom Nation accomplishes something very rare for a "business book": it's both interesting and helpful. I love the way the authors trace the trends and history behind customization, providing fascinating insights into American consumer culture. The author's own story of starting up a custom business offers practical lessons and how-tos for budding entrepreneurs, people working in large companies, and any of us who are seeking more personal consumer experiences and products. A great gift and a great read. I plan to buy copies as gifts for several friends.

Smart brands such as Chipotle, Zazzle, Nike, and Pandora are ditching the outdated 20th century model of a one-size-fits-all approach to providing products and services. From a Netflix movie night to a marriage courtesy of eHarmony, customization is changing every corner of American life and business. The New York Times bestseller Custom Nation is a practical how-to guide by someone who has built his business on the power of customization. YouBar founder Anthony Flynn and business journalist Emily Flynn Vencat explain how marketers, brand managers, and entrepreneurs across all industries can reinvigorate their businesses and increase profits. In Custom Nation, learn: Why customization is key to today's businesses and what does and doesn't work How to incorporate customization in new and established businesses to make your products stand out and sell What strategies work for the most successful and profitable custom brands Drawing on firsthand interviews with the CEOs and founders of dozens of companies specializing in customization, Custom Nation reveals how customization can make any business stand apart and generate market share, increase profit margins, and develop customer loyalty.

"...an excellent primer for those looking to cash in on an important area of growth." Publishers Weekly A must-read for all entrepreneurs and anyone else interested in the future of business. Frank Piller, Head of MIT's Smart Customization Group Flynn and Vencat have brought the future to you today. This book chronicles how humankind's drive for self expression has evolved and where it is heading. Bob Marino, CEO of CafePress Entrepreneurs are delivering unprecedented customer value by harnessing innovative business models to provide top quality custom products at affordable prices. Custom Nation takes a good look at the history of customization, who's doing it well, and where it is headed. Robert Keane, CEO and Founder of Vistaprint As CEO of a company whose products are driven by customization, I can confidently say that consumers want specialized, ownable products and this book shows you how to build a loyal customer base and improve your bottom line. Jeffrey Housenbold, President and CEO of Shutterfly Custom Nation identifies a new space for an entrepreneur to create and grow a business, marrying the evolving technologies of customized production and distribution with the enabling power of internet communications to closely fit customer needs. Norman E. Toy, Columbia Business School A quick and entertaining read, Custom Nation captures the essence of how and why customization has become such a crucial part of the modern consumer experience. The book makes it easy for aspiring customizers to leverage this wealth of knowledge to build the successful CIY business of their dreams. Jeff Beaver, Co-Founder and Chief Product Officer of Zazzle Customization is the buzzword in business these days and Custom Nation explains how to approach customizing effectively and make the most out of it. Jan-Christoph Goetze, CEO and Founder of

