

Baked In Creating Products And Businesses That Market Themselves Alex Bogusky

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The old rule was: Create safe, ordinary products and combine with mass marketing. The new rule is: Create truly innovative products and build the marketing right into them. Today the product is at the centre of the conversation. It's within the product itself that a brand has the most leverage with consumers. Baked In gives companies a step-by ...

Baked in: Creating Products and Businesses That Market ...

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Baked In: Creating Products and Businesses That Market ...

Early baked products were made of mixed seeds with a predominance of barley, but wheat flour, because of its superior response to fermentation, eventually became the preferred cereal among the various cultural groups sufficiently advanced in culinary techniques to make leavened bread. Brewing and baking were closely connected in early ...

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Baked in: Creating Products and Businesses That Market Themselves. Alex Bogusky, John Winsor, Brands must build a new relationship with their customers and the culture they participate in. The old rule was to create safe, ordinary products and combine them with mass marketing. The new rule: create truly innovative

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Baked in Creating Products and Businesses That Market ...

Starting at the back of the bowl, a metal spoon is used to cut down vertically through the two mixtures, across the bottom of the bowl and up the side. The bowl should be rotated slightly with each series of strokes. This down-across-up-and-over motion gently combines the ingredients to create a light, fluffy consistency. Icing

Baking terms - BBC Good Food

We've divided up baked goods into easy-to-navigate categories so you can learn everything you've ever wanted to know, whether it's exploring different types of cookies, cakes or puddings; finding tips for making the best yeast breads and pies; understanding the role ingredients play in candy-making and ice cream custards, or finding solutions to common baking problems. It's all here ...

Baked in: Creating Products and Businesses That Market ...

The old way of selling was to create safe, ordinary products and combine them with mass marketing. The new way is to create truly innovative products and build the marketing right in. But how does a brand make the transition from old to new? According to advertising gurus Alex Bogusky and John Winsor, it starts with the realization that the message is not the product, the product is the message. In Baked-In, they offer a step-by-step guide on how brands can adapt and thrive in this brave new world. Using these tools, Bogusky and Winsor have successfully marketed some of today's most important brands, including Google, Nike, Microsoft, Patagonia, Toyota, and Burger King. They reveal how, through tools at hand — product design, brand history, internal collaboration — and the new tools of digital technology — YouTube and the web in general — companies can succeed in the 21st-century marketplace.

Collects recipes for gluten-free holiday baked goods, including chocolate chip meringues, gingerbread cake with persimmon, mincemeat tarts, and sufganiyot.

Combines the expertise of a James Beard Award-winning author and a developer of the Proseed Flour blend in a culinary reference for wheat sensitive, diabetic and low-carb/low-sugar dieters that provides recipes for a selection of healthful breads, pastries and other baked goods that use nut and seed flours instead of starches. 20,000 first printing.

A provocative theory of the gimmick as an aesthetic category steeped in the anxieties of capitalism. Repulsive and yet strangely attractive, the gimmick is a form that can be found virtually everywhere in capitalism. It comes in many guises: a musical hook, a financial strategy, a striptease, a novel of ideas. Above all, acclaimed theorist Sianne Ngai argues, the gimmick strikes us both as working too little (a labor-saving trick) and as working too hard (a strained effort to get our attention). Focusing on this connection to work, Ngai draws a line from gimmicks to political economy. When we call something a gimmick, we are registering uncertainties about value bound to labor and time—misgivings that indicate broader anxieties about the measurement of wealth in capitalism. With wit and critical precision, Ngai explores the extravagantly impoverished gimmick across a range of examples: the fiction of Thomas Mann, Helen DeWitt, and Henry James; photographs by Torbjørn Rødland; the video art of Stan Douglas; the theoretical writings of Stanley Cavell and Theodor Adorno. Despite its status as cheap and compromised, the gimmick emerges as a surprisingly powerful tool in this formidable contribution to aesthetic theory.

Taking a fresh approach to information on baked products, this exciting new book from industry consultants Cauvain and Young looks beyond the received notions of how foods from the bakery are categorised to explore the underlying themes which link the products in this commercially important area of the food industry. First establishing an understanding of the key characteristics which unite existing baked product groups, the authors move on to discuss product development and optimisation, providing the reader with coverage of: Key functional roles of the main bakery ingredients Ingredients and their influences Heat transfer and product interactions Opportunities for future product development Baked Products is a valuable practical resource for all food scientists and food technologists within bakery companies, ingredient suppliers and general food companies. Libraries in universities and research establishments where food science and technology is studied and taught will find the book an important addition to their shelves.

Water is the major contributor to the eating and keeping qualities and structure of baked products. Its management and control during preparation, processing, baking, cooling and storage is essential for the optimisation of product quality. This successful and highly practical volume describes in detail the role and control of water in the formation of cake batters, bread, pastry and biscuit doughs, their subsequent processing and the baked product. Now in a fully revised and updated second edition, the book has been expanded and developed through the inclusion of new information and references related to the formation and processing of batters and dough into baked products. The new edition includes a selection of case studies based on practical experience in the manufacture and optimisation of baked products. Each case study, illustrated as appropriate, considers the various roles that water may play in different manufacturing contexts. The book is aimed at food scientists and technologists in bakery companies; ingredient suppliers; flour millers; researchers and students in academic food science departments.

During jury duty, wealthy Erica Stanford meets the man of her dreams in Jerome Kimbrough, a working class, city sanitation employee, but their friends and family, thinking that they are too different for each other, put many obstacles in their way of finding true happiness. Original.

A new study of the challenges presented by manufacturing bakery products in a health-conscious world The impact of bakery products upon human nutrition is an increasingly pressing concern among consumers and manufacturers alike. With obesity and other diet-related conditions on the rise, the levels of salt, fat, and sugar found in many baked goods can no longer be overlooked. Those working in the baking industry are consequently turning more and more to science and technology to provide routes toward healthier alternatives to classic cake, bread, and pastry recipes. With Baking Technology and Nutrition, renowned food scientist Stanley P. Cauvain and co-author Rosie H. Clark present an innovative and much-needed study of the changes taking place in the world of baking. Their discussion focuses on the new avenues open to bakers looking to improve the nutritional value of their products and encompasses all related issues, from consumer preferences to the effects of nutritional enhancement upon shelf-life. Featuring an abundance of new research and insights into the possible future of modern baking, this unique text: Offers practical guidance on developing, delivering, and promoting high-nutrition bakery products Discusses reducing ingredients such as salt, fat, and sugar for improved nutrition while preserving quality and consumer acceptability Explores how wheat-based products can be ideal vehicles for improving the nutrition of major sectors of populations Suggests real-world solutions to problems rising from poorly defined quality guidelines and inadequate dialogue between bakers and nutritionists Baking Technology and Nutrition is an indispensable and timely resourcefor technologists, manufacturers, healthcare practitioners, or anyone else working in today's food and nutrition industries.

Organizational Psychology of Mergers and Acquisitions provides a comprehensive perspective that helps you understand, empathise and protect the wellbeing of employees who experience mergers and acquisitions. This book gives a state-of-the-art review that crosses different subjects within psychology including psychobiology, neuroscience, social psychology, interpersonal relationships, and organizational psychology. This book discusses why many employees think of mergers or acquisitions as scary or threatening events, why negative emotions are prevalent, their psychological impact and how to assess employees' emotional responses using a new toolkit. It helps readers learn what counts as good leadership, considering the role of charisma, personality, context and information processing abilities. This book includes the issue of organizational learning, and the relevance of occupational health and safety to due diligence about mergers and acquisitions through case studies about organizations sued for cancer or cancer-related mortality after a merger or acquisition. This book is mandatory reading for students, academics, and practitioners working with organizations experiencing a merger or an acquisition such as consultants, human resource professionals, psychologists, occupational health professionals, and employees involved in strategy, management, or people development.

Whether you need to follow a gluten-free diet or just wish to expand your food repertoire, baking with gluten-free flours can be as rewarding as it is delicious. Part science, part art and some little known secrets. The New Gluten-Free(TM) reveals a systematic yet simple approach to gluten-free baking for every level of baker. Written by Registered Dietitians Lisa Diamond and Areli Hermanson, The New Gluten-Free(TM) is one-of-a-kind in the cooking resource industry because taste, nutrition and quality is balanced and matches a modern approach to healthy eating. The summary charts of gluten-free flours, starches, liquids, binders, foams, and leavening agents, sweeteners and fats show the relationships between ingredients. Recipe categories from bread to pastry are summarized in easy-to-read tables to reveal the ingredients, tools and techniques needed to increase successes and decrease disasters. The authors share their many secrets including unique summaries and "The Recipe Equation(c)" for gluten-free products that turn out every time. This book will engage you from cover to cover as you discover the secrets of gluten-free baking. Enjoy the sample recipes ...

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