



# Stanford eCorner

## How to Be a Category King

Al Ramadan, *Play Bigger Advisors*; Dave Peterson, *Play Bigger Advisors*

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Video URL: <http://ecorner.stanford.edu/podcasts/4218/How-to-Be-a-Category-King>

Al Ramadan and Dave Peterson, co-founding partners of the category-design firm Play Bigger Advisors, share the science behind the strategies that innovators use to create and dominate product markets. They also discuss the marketing concepts for building a brand and identity, and for inspiring customers to see the world as you've framed it.



### Transcript