



The Method Method: Seven Obsessions That Helped Our Scrappy Start-up Turn an Industry Upside Down

Eric Ryan, Adam Lowry, Lucas Conley

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An inspiring case study for the next generation of start-ups by the unconventional founders of Method.

Founded ten years ago by childhood pals Eric Ryan and Adam Lowry, Method has been making headlines and profits with a revolutionary blend of culture and commerce, style and substance. Today, Method's ecofriendly soaps, detergents, and cleaners are ubiquitous in stores, capturing valuable shelf space long dominated by the tired old products of giants P&G and Unilever.

Ryan and Lowry obsess over seven principles at the heart of Method's business philosophy, including:

- *Kick Ass at Fast: Use small size to your advantage; by bringing innovations to market faster, you can stay out in front of larger rivals.
- *Inspire Advocates: Rather than getting caught up in costly battles for market share, foster deeper relationships with fewer customers in pursuit of greater wallet share.
- *Win on Product Experience: Beyond satisfying your customers' rational needs, design experiences for them.

The Method Method is an irreverent, candid, firsthand case study. Readers will learn how today's consumers behave, how today's companies compete, and how both groups are acting together to drive profound global change.

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