



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

*Anthony Flynn, Emily Flynn Vencat*

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Smart brands such as Chipotle, Zazzle, Nike, and Pandora are ditching the outdated 20th century model of a one-size-fits-all approach to providing products and services.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.

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