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THINKING IN NEW BOXES (PAPERBACK)



Random House USA Inc, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book. When BIC, manufacturer of disposable ballpoint pens, wanted to grow, it looked for an idea beyond introducing new sizes and ink colors. Someone suggested lighters. LIGHTERS? With an idea that seemed crazy at first, that bright executive, instead of seeing BIC as a pen company?a business in the PEN ?box??figured out that there was growth to be found in the DISPOSABLE ? box.?...

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- Authored by Luc de Brabandere, Alan Iny
- Released at 2013



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