



Making Dough: The 12 Secret Ingredients of Krispy Kreme's Sweet Success

Kirk Kazanjian, Amy Joyner

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Praise for Making Dough

"I was enchanted, intrigued, and fascinated by every page of this book. Kirk Kazanjian, Amy Joyner, and Dick Clark (yes, that Dick Clark) have done a masterful job of storytelling in Making Dough. The book is inspirational, enlightening, and just plain great reading. In fact, it's great reading with sprinkles on it. What a yummy book!"

-Jay Conrad Levinson

Bestselling Author, Guerrilla Marketing series of books

"Krispy Kreme's success goes well beyond being a retail phenomenon. This book will show you what went on behind the scenes to build the company. Along the way, it will teach you how you can take a product that is seemingly counter-culture and turn it into an addictive brand."

-Phil Lempert

Author, Being the Shopper and Today show food trends editor

"Words can't do justice to Krispy Kreme doughnuts-just eat one! But as a fan of the product, it's interesting to read this business success story."

-Vince Gill

Singer/Songwriter

"You know what? You have absolutely no chance of starting the next Krispy Kreme! But, the lessons they learned and the insight they used to build their once-in-a-lifetime success are useful, practical, and powerful tactics that any business can benefit from."

-Seth Godin

Author, Purple Cow

"Take heart. You don't need a massive organization and a massive advertising budget to build a powerful brand. This interesting book by Kirk Kazanjian and Amy Joyner tells how Krispy Kreme did it on a shoestring."

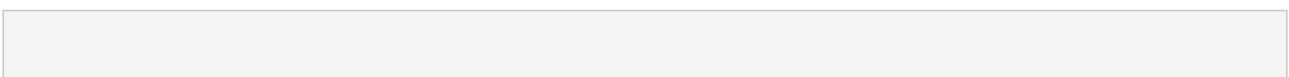
-Al Ries


Coauthor, The Fall of Advertising and the Rise of PR

"I think it's safe to say that just about every company would love to know the secret ingredients of Krispy Kreme's sweet success. After all, it doesn't advertise, it is a revered member of the community, and it keeps growing like crazy. What an extraordinary business! Without doubt, you should pay attention to what Krispy Kreme is doing, especially if you want to prosper in today's competitive world."

-From the Foreword by Dick Clark

Producer, Entertainer, and Krispy Kreme Franchisee



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From reader reviews:

Myron Abbott:

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Lula Estes:

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Donald Noble:

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