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BUSTER**

Ted Malcolm Gladwell on spaghetti sauce Malcolm Gladwell is an and cultural theorist primarily concerned with fads and developing cultures. In the video Malcolm Gladwell on spaghetti sauce, he broadly speaking the food industry's pursuit of the perfect spaghetti sauce; however, it's clear in his discussion of this Gladwell is getting at larger questions of personal choice and happiness. Gladwell discusses his relationship with theorist Howard Maskowitz and tells a story of how Pepsi came to Maskowitz in the 1970s and asked him to help figure out the proper formula for Diet Pepsi. When the data for the Pepsi products returned, it did not follow a simple bell-pattern. This led Maskowitz to eventually determine that rather than developing a singular product, companies must develop a series of variations on this product to appeal to a broad range of people. The video goes into relay when Prego asked Maskowitz to help them develop a sounder product. Maskowitz responded by developing a multi-differentiated product line. Rather than attempting to determine the most popular spaghetti sauces among this group, Maskowitz worked to determine the groupings for form that would be the most popular. It was ultimately determined that extra-chunky was one of the popular types of spaghetti sauce that had not been developed yet had considerable public demand. Prego would release this brand and go on to net over \$600 million dollars over the next decade. The main point Gladwell is making is that rather looking for universal answers, companies must consider human variability when designing products. Seth Godin on standing out As my major is finance and marketing, I chose a video on marketing referred to as Seth Godin on standing out. Seth Godin is a recognized entrepreneur and blogger, and is greatly concerned with marketing in the digital age. This particular video considers ways that individuals can stand

out in the contemporary marketing world. Towards the beginning of the video Godin considers a number of inventors and artists who were successful, because transitioning to the development of sliced bread. Godin argues that during the initial period following the invention of sliced bread few people were interested in the product, until Wonder found a way to market it the general public. Godin argues that this demonstrates the most important aspect of products are not their utility, but whether the inventor or marketer can devise a means of getting the idea to spread. As Godin continues, he argues that in the contemporary media saturated environment, consumers have learned to ignore the mass of advertising that traditionally worked to gain product support. In this contemporary environment, Godin contends that in order for a product to become noticed in must be truly remarkable. While previously marketers had needed to appeal to the center-oriented public, Godin emphasizes the need to market to fringe elements, as these are the people with cultivated interests who will listen to advertising pleas. The video's central argument then becomes that while traditional means of advertising have failed to capture public interest, if the product is truly remarkable, then it will spread through word of mouth and gain success.