



## Small Brand America the Cookbook: Recipes from the Companies Featured in the Book Small Brand America

By Steve Akley

Steve Akley. Paperback. Condition: New. Mark Hansen (illustrator). 278 pages. Dimensions: 9.0in. x 6.0in. x 0.6in. Small Brand America tells the stories of tiny companies, and the individuals behind them, competing in the grocery industry. Despite the odds stacked against them, companies like the ones featured in Small Brand America take on the large, nationally known megabrands and try to go beyond simply carving a niche in the market; they are attempting to break the stranglehold the larger companies have on the stores and buying consumers to become a household name in their own right. Small Brand America The Cookbook features recipes from the companies profiled in the original book. The idea for a cookbook came from a bonus section author Steve Akley had planned in Small Brand America. Noticing that many smaller companies were utilizing recipes as a way to connect to consumers, Steve began asking the individuals he was interviewing for his book to send him some recipes. Soon the volume of recipes had equaled the size-and-scope of his original book. Not wanting to have a bonus section as big as the stories in his original book, he quickly realized he needed to create a second book. Released together,...



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