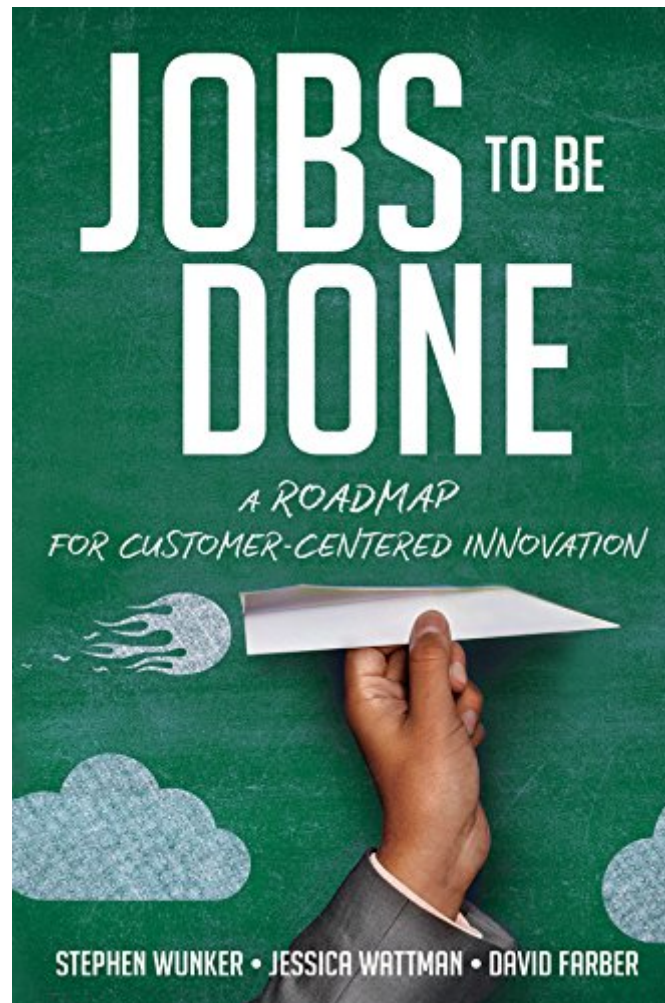


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# Jobs To Be Done: A Roadmap For Customer-Centered Innovation



## Synopsis

Successful innovation doesn't begin with a brainstorming session—it starts with the customer. So in an age of unlimited data, why do more than 50% of new products fail to meet expectations? The truth is that we need to stop asking customers what they want . . . and start examining what they need. First popularized by Clayton Christensen, the Jobs to be Done theory argues that people purchase products and services to solve a specific problem. They're not buying ice cream, for example, but celebration, bonding, and indulgence. The concept is so simple (and can remake how companies approach their markets) and yet many have lacked a way to put it into practice. This book answers that need. Its groundbreaking Jobs Roadmap guides you through the innovation process, revealing how to: Gather valuable customer insights Turn those insights into new product ideas Test and iterate until you find success Follow the steps in Jobs to Be Done, and you'll arrive at solutions that are both original and profitable.

## Book Information

Print Length: 224 pages

Publisher: AMACOM (November 15, 2016)

Publication Date: October 31, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01HJ35YNI

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #87,213 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #19 in Books

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