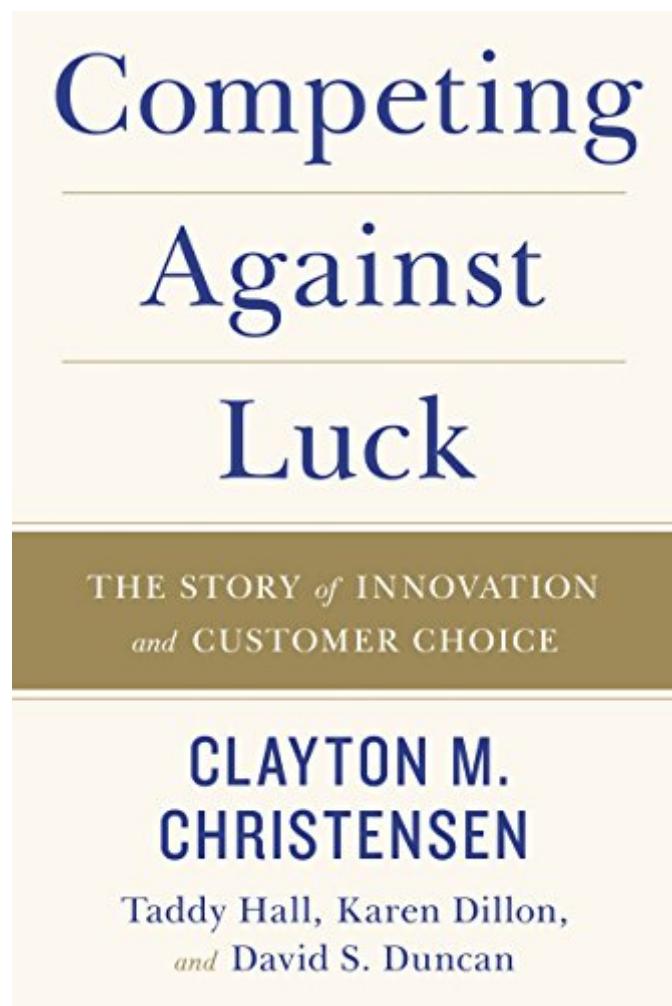


The book was found

Competing Against Luck: The Story Of Innovation And Customer Choice



Synopsis

The foremost authority on innovation and growth presents a path-breaking book every company needs to transform innovation from a game of chance to one in which they develop products and services customers not only want to buy, but are willing to pay premium prices for. How do companies know how to grow? How can they create products that they are sure customers want to buy? Can innovation be more than a game of hit and miss? Harvard Business School professor Clayton Christensen and his co-authors Taddy Hall, Karen Dillon, and David S. Duncan, have the answer. A generation ago, Christensen revolutionized business with his groundbreaking theory of disruptive innovation. Now, he goes further, offering powerful new insights. After years of research, Christensen and his co-authors have come to one critical conclusion: our long held maxim--that understanding the customer is the crux of innovation--is wrong. Customers don't buy products or services; they "hire" them to do a job. Understanding customers does not drive innovation success, he argues. Understanding customer jobs does. The "Jobs to Be Done" approach can be seen in some of the world's most respected companies and fast-growing startups, including , Intuit, Uber, Airbnb, and Chobani yogurt, to name just a few. But this book is not about celebrating these successes--it's about predicting new ones. Christensen contends that by understanding what causes customers to "hire" a product or service, any business can improve its innovation track record, creating products that customers not only want to hire, but that they'll pay premium prices to bring into their lives. Jobs theory offers new hope for growth to companies frustrated by their hit and miss efforts. This book carefully lays down Christensen's provocative framework, providing a comprehensive explanation of the theory and why it is predictive, how to use it in the real world--and, most importantly, how not to squander the insights it provides.

Book Information

File Size: 908 KB

Print Length: 288 pages

Publisher: HarperBusiness (October 4, 2016)

Publication Date: October 4, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01BBPZIHM

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #36,003 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #4 in Kindle Store > Kindle eBooks > Business & Money > Industries > Service #11 in Books > Business & Money > Processes & Infrastructure > Research & Development #11 in Kindle Store > Kindle eBooks > Business & Money > Education & Reference > Education

[Download to continue reading...](#)

Competing Against Luck: The Story of Innovation and Customer Choice Competing Against Time : How Time-based Competition is Reshaping Global Markets Competing Against Time: How Time-Based Competition is Reshaping Global Mar Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know Customer Service: Career Success Through Customer Loyalty (6th Edition) Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level Trend-Driven Innovation: Beat Accelerating Customer Expectations Jobs to Be Done: A Roadmap for Customer-Centered Innovation Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E) The Innovation Expedition: A Visual Toolkit to Start Innovation Motorcycles (21st Century Skills Innovation Library: Innovation in Transportation) Financial Regulation and Compliance: How to Manage Competing and Overlapping Regulatory Oversight (The Wiley Finance Series) Financial Regulation and Compliance, + Website: How to Manage Competing and Overlapping Regulatory Oversight (The Wiley Finance Series) Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework

[Dmca](#)