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Against Luck: The Story Of
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Choice

Competing Against Luck: The Story Of Innovation And Customer Choice

Competing Against LuckThe
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Download File PDF Competing Against Luck: The Story Of

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These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice-to-have, it's a

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strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering. Every organization has its share

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of political drama: Personalities clash. Agendas compete. Turf wars erupt. But you need to work productively with your colleagues—even the challenging ones—for the good of your organization and your career. How can you do that without

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compromising your integrity? By acknowledging that power dynamics and unwritten rules exist—and constructively navigating them. Whether you're a new professional or an experienced one, this guide will teach you how to: (1) Build

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relationships with difficult people, (2) gain allies and increase your sphere of influence, (3) wrangle resources, (4) move up without alienating your colleagues, (5) avoid power games and petty rivalries, and (6) claim credit when it's due.

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A Job to be Done is the process a consumer goes through whenever she aims to transform her existing life-situation into a preferred one, but cannot because there are constraints that stop her. When Coffee and Kale Compete by Alan Klement

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helps you become better at creating and selling products that people will buy. Your joy at work will grow. You will know how to help companies increase profits, reduce waste, and remain competitive. In doing so, you will help economies prosper, and help

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provide stable jobs for employees and the families that depend on them. Top entrepreneurs, business owners, and Alan himself share their experiences of how they used Job to be Done to help them create successful products. Alan not only relates

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success stories but also gives examples of products and companies that failed. The experiences of others will help you make the best choices for your own company or the company where you work. You will also learn how to analyze the

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competition and make customers notice your product. The knowledge in this book will help you boost growth for your product and business.

The Age of Agile
Insights, Stories, and Secrets
from Inside Amazon

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Align Your Markets,
Organization, and Strategy
Around Customer Needs
Using the Theories of Innovation
to Predict Industry Change
SUMMARY - Competing Against
Luck: The Story Of Innovation
And Customer Choice By Clayton

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M. Christensen, Karen Dillon,
Taddy Hall And David S. Duncan

How to Learn the Tough
Leadership Lessons Without
Paying the Price
Lucky

**“The Joy Luck Club is one of my
favorite books. From the moment I**

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first started reading it, I knew it was going to be incredible. For me, it was one of those once-in-a-lifetime reading experiences that you cherish forever. It inspired me as a writer and still remains hugely inspirational.” —Kevin Kwan,

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**author of Crazy Rich Asians Amy
Tan's beloved, New York Times
bestselling tale of mothers and
daughters, now the focus of a new
documentary Amy Tan: Unintended
Memoir on Netflix Four mothers,
four daughters, four families whose**

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histories shift with the four winds depending on who's "saying" the stories. In 1949 four Chinese women, recent immigrants to San Francisco, begin meeting to eat dim sum, play mahjong, and talk. United in shared unspeakable loss and hope, they call

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themselves the Joy Luck Club.

Rather than sink into tragedy, they choose to gather to raise their spirits and money. "To despair was to wish back for something already lost. Or to prolong what was already unbearable." Forty years later the

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stories and history continue. With wit and sensitivity, Amy Tan examines the sometimes painful, often tender, and always deep connection between mothers and daughters. As each woman reveals her secrets, trying to unravel the

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truth about her life, the strings become more tangled, more entwined. Mothers boast or despair over daughters, and daughters roll their eyes even as they feel the inextricable tightening of their matriarchal ties. Tan is an astute

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storyteller, enticing readers to immerse themselves into these lives of complexity and mystery.

A "detective story" that delivers key insights for any businessperson asking the questions: who really are our customers, why do we lose them,

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how do we regain them? Customers can be a mystery. Despite the availability of more data than ever before, everyone, from the CEO to salespeople in the field, struggles to understand who their customers really are, what they want, why they

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lose them, and how to regain them.

To crack the case, start thinking like a market detective. David Scott Duncan shows how in his entertaining story of Tazza, a fictional chain of cafes with declining sales and leaders urgently

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**seeking to understand why. The
vivid characters of Tazza's market
detective force come to their aha
moment when they finally
understand why their most loyal
customers walked out the door—and
how they can get them back. The**

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core of the Tazza story is a simple, powerful idea that upends how most businesses view their customers. Customers have “jobs to be done.” They “hire” companies to solve a problem or fulfill a need and “fire” them when unhappy. Duncan’s fresh

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**way of thinking about how to
understand your customers' secret
lives provides an innovative path for
solving whatever market mysteries
you face.**

**AN ECONOMIST BOOK OF THE
YEAR Humanity's embrace of**

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openness is the key to our success.

**The freedom to explore and
exchange - whether it's goods, ideas
or people - has led to stunning
achievements in science, technology
and culture. As a result, we live at a
time of unprecedented wealth and**

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**opportunity. So why are we so intent
on ruining it? From Stone Age
hunter-gatherers to contemporary
Chinese-American relations, Open
explores how across time and
cultures, we have struggled with a
constant tension between our**

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**yearning for co-operation and our
profound need for belonging.**

**Providing a bold new framework for
understanding human history,
bestselling author and thinker Johan
Norberg examines why we're often
uncomfortable with openness - but**

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**also why it is essential for progress.
Part sweeping history and part
polemic, this urgent book makes a
compelling case for why an open
world with an open economy is
worth fighting for more than ever.
Why do some innovation projects**

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**succeed where others fail? The book
reveals the business implications of
Jobs Theory and explains how to put
Jobs Theory into practice using
Outcome-Driven Innovation.
HBR Guide to Office Politics
Understanding Michael Porter**

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Seeing What's Next

**A Roadmap for Customer-Centered
Innovation**

**How Decoupling Drives Consumer
Disruption**

**How to Reposition Today's Business
While Creating the Future**

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Innovation and Its Enemies

Examines and explains the revolutionary business frameworks of Michael Porter, with examples to illustrate and update Porter's ideas for achieving and sustaining competitive success.

The best of Clayton Christensen ' s

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Choice
seminal work on disruptive
innovation, all in one place. No
business can afford to ignore the
theory of disruptive innovation. But
the nuances of Clayton
Christensen ' s foundational thinking
on the subject are often forgotten or
misinterpreted. To achieve

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continuing growth in your business while defending against upstarts, you need to understand clearly what disruption is and how it works, and know how it applies to your industry and your company. In this collection of Christensen ' s most influential articles—carefully selected by

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Harvard Business Review 's
editors—his incisive arguments, clear
theories, and readable stories give
you the tools you need to understand
disruption and what to do about it.
The collection features
Christensen 's newest article looking
back on 20 years of disruptive

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innovation: what it is, and what it isn't. Covering a broad spectrum of topics—business model innovation, mergers and acquisitions, value-chain shifts, financial incentives, product development—these articles illuminate the impact and implications of disruptive innovation

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as well as Christensen ' s broader thinking on management theory and its application in business and in life. This collection of best-selling articles includes: “ Disruptive Technologies: Catching the Wave, ” by Joseph L. Bower and Clayton M. Christensen, “ Meeting the Challenge of

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Disruptive Change, ” by Clayton M.
Christensen and Michael Overdorf,
“ Marketing Malpractice: The Cause
and the Cure, ” by Clayton M.
Christensen, Scott Cook, and Taddy
Hall, “ Innovation Killers: How
Financial Tools Destroy Your Capacity
to Do New Things, ” by Clayton M.

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Christensen, Stephen P. Kaufman, and
Willy C. Shih, “ Reinventing Your
Business Model, ” by Mark W.

Johnson, Clayton M. Christensen, and
Henning Kagermann, “ The New
M&A Playbook, ” by Clayton M.

Christensen, Richard Alton, Curtis
Rising, and Andrew Waldeck, “ Skate

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to Where the Money Will Be, ” by
Clayton M. Christensen, Michael E.
Raynor, and Matthew Verlinden,

“ Surviving Disruption, ” by Maxwell
Wessel and Clayton M. Christensen,

“ What Is Disruptive Innovation? ” by
Clayton M. Christensen, Michael E.
Raynor, and Rory McDonald, “ Why

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Hard-Nosed Executives Should Care
About Management Theory, ” by
Clayton M. Christensen and Michael E.
Raynor, and “ How Will You Measure
Your Life? ” by Clayton M.
Christensen.

The former global CEO of Chanel
charts her unlikely path from

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literature major to global chief executive, guiding readers to move beyond the confines of staid expectations and discover their own true paths, strengths, and leadership values. Driven. Shy. Leader. Wife. Mother. We live in a world of categories — labels designed to tell

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the world, and ourselves, who we are and ought to be. Some we may covet, others we may fear or disdain; but creating a life that 's truly your own, means learning to define yourself on your own terms. In *Beyond the Label*, Maureen Chiquet charts her unlikely path from literature major to global

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chief executive. Sharing the inklings, risks and (re)defining moments that have shaped her exemplary career, Chiquet seeks to inspire a new generation of women, liberal arts grads, and unconventional thinkers to cultivate a way of living and leading that is all their own. Through

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vivid storytelling and provocative insights, Chiquet guides readers to consider the pressing questions and inherent paradoxes of creating a successful, fulfilling life in today ' s increasingly complex and competitive world. "Why should we separate art from business, feelings from logic,

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intuition from judgment?" Chiquet poses. "Who decided you can't be determined and flexible, introspective and attuned, mother and top executive? And where does it state standing unflinchingly in your vulnerability, embracing your femininity, won't make you

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stronger?" Wise, inspiring, and deeply felt, *Beyond the Label* is for anyone who longs for a life without limits on who she is or who she will become. In this revolutionary bestseller, innovation expert Clayton M. Christensen says outstanding companies can do everything right

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and still lose their market leadership—or worse, disappear altogether. And not only does he prove what he says, but he tells others how to avoid a similar fate. Focusing on “ disruptive technology, ” Christensen shows why most companies miss out on new

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waves of innovation. Whether in electronics or retailing, a successful company with established products will get pushed aside unless managers know when to abandon traditional business practices. Using the lessons of successes and failures from leading companies, The

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Innovator's Dilemma presents a set of rules for capitalizing on the phenomenon of disruptive innovation. Find out: When it is right not to listen to customers. When to invest in developing lower-performance products that promise lower margins. When to pursue small

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markets at the expense of seemingly larger and more lucrative ones. Sharp, cogent, and provocative, The Innovator ' s Dilemma is one of the most talked-about books of our time—and one no savvy manager or entrepreneur should be without.

Summary of Competing Against Luck

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The Essential Guide to Competition
Choice
and Strategy

Achieve End-to-End Customer
Engagement in a Multichannel World
Beyond the Label

How to Transform Your Marketing
Organization

How to Turn Visionary Thinking Into

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Breakthrough Growth

The Secret Lives of Customers

Every day, individuals take action based on how they believe innovation will change industries. Yet these beliefs are largely based on guesswork and

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incomplete data and lead to costly errors in judgment. Now, internationally renowned innovation expert Clayton M. Christensen and his research partners Scott D. Anthony and Erik A. Roth present a

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groundbreaking framework for predicting outcomes in the evolution of any industry. Based on proven theories outlined in Christensen's landmark books *The Innovator's Dilemma* and *The Innovator's Solution*, *Seeing*

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What's Next offers a practical, three-part model that helps decision-makers spot the signals of industry change, determine the outcome of competitive battles, and assess whether a firm's actions will ensure or

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threaten future success. Through in-depth case studies of industries from aviation to health care, the authors illustrate the predictive power of innovation theory in action.

The "how-not-to" leadership

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book There is a paradox in leadership: we can only succeed by knowing failure. Every accomplished leader knows there are minefields of failures that need to be navigated in order to succeed. Wouldn't it be

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great to have the insights to help you prevent from making avoidable mistakes? Unfortunately, in business talking about mistakes can be taboo, and, at a certain level, learning from failure is not an

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option. Weinzimmer and
McConoughey speak
frankly about the things that are
difficult to talk about –
the unvarnished truths necessary
to become a successful leader.
Based on a groundbreaking

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7-year study of what almost
1000 managers across 21
industries really think about
lessons from failures Includes
exclusive interview material from
CEOs at a wide range of
organizations, including major

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firms such as

Caterpillar, Priceline.com, and

Allstate; startups; and

entrepreneurial small businesses

Drills down into failure to

uncover the strategies

that aspiring leaders need in

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order to avoid the most damning
leadership mistakes: unbalanced
orchestration, drama
management, and reckless vanity
Learning from the mistakes of
others is a necessary part of
the journey of effective

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Choice
leadership, and this book offers
an indispensable guide to
learning these
powerful lessons—without paying
the price of failure.

It is a curious situation that
technologies we now take for

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granted have, when first
introduced, so often stoked
public controversy and concern
for public welfare. At the root of
this tension is the perception
that the benefits of new
technologies will accrue only to

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small sections of society, while the risks will be more widely distributed. Drawing from nearly 600 years of technology history, Calestous Juma identifies the tension between the need for innovation and the pressure to

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maintain continuity, social order,
and stability as one of today's
biggest policy challenges. He
reveals the extent to which
modern technological
controversies grow out of
distrust in public and private

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institutions and shows how new technologies emerge, take root, and create new institutional ecologies that favor their establishment in the marketplace. Innovation and Its Enemies calls upon public

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leaders to work with scientists, engineers, and entrepreneurs to manage technological change and expand public engagement on scientific and technological matters.

How to lead the change Analytics

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are driving big changes, not only in what marketing departments do but in how they are organized, staffed, led, and run. Leaders are grappling with issues that range from building an analytically driven marketing organization

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and determining the kinds of structure and talent that are needed to leading interactions with IT, finance, and sales and creating a unified view of the customer. The Analytical Marketer provides critical insight

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into the changing marketing organization—digital, agile, and analytical—and the tools for reinventing it. Written by the head of global marketing for SAS, *The Analytical Marketer* is based on the author's firsthand

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experience of transforming a marketing organization from "art" to "art and science."

Challenged and inspired by their company's own analytics products, the SAS marketing team was forced to rethink itself

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in order to take advantage of the new capabilities that those tools offer the modern marketer. Key marketers and managers at SAS tell their stories alongside the author's candid lessons learned as she led the marketing

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organization's transformation. With additional examples from other leading companies, this book is a practical guide and set of best practices for creating a new marketing culture that thrives on and adds value

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through data and analytics.

The Clayton M. Christensen

Reader

The Analytical Marketer

The Wisdom of Failure

The Cruellest Miles: The Heroic

Story of Dogs and Men in a Race

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Against an Epidemic
Working Backwards
Unlocking the Customer Value
Chain
100 Practical Ways to Improve
Customer Experience
When Bloomberg News invited

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the young American journalist Alex Cuadros to report on Brazil's emerging class of billionaires at the height of the historic Brazilian boom, he was poised to cover two of the biggest business stories of our

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time: how the giants of the developing world were taking their place at the center of global capitalism, and how wealth inequality was changing societies everywhere. The billionaires of Brazil and their

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massive fortunes resided at the very top of their country's economic pyramid, and whether they quietly accumulated exceptional power or extravagantly displayed their decadence, they formed a potent

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microcosm of the world's richest .001 percent. They held sway over the economy, government, media, and stewardship of the environment; they determined the spiritual fates and populated the imaginations of their

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countrymen. In 2012, Eike Batista ranked as the eighth-richest person in the world, was famous for his marriage to a beauty queen, and was a fixture in the Brazilian press. But by 2015, Batista was bankrupt, his son

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Thor had been indicted for manslaughter, and Brazil--its president facing impeachment, its provinces combating an epidemic, and its business and political class torn apart by scandal--had become a

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cautionary tale of a country run
aground by its elites. Over four
years, Cuadros reported on
media moguls and
televangelists, energy barons
and shadowy figures from the
years of military dictatorship,

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soy barons who lived on the outskirts of the Amazon, and new-economy billionaires spinning money from speculation. His zealous reporting takes us from penthouses to courtrooms, from

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favelas to art fairs, from scenes of unimaginable wealth to desperate, massive street protests. Within a business narrative that deftly dramatizes the volatility of the global economy, Cuadros offers us

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literary journalism with a grand sweep.--Adapted from dust jacket.

In a challenging economy filled with multiple competitors, no one can afford to stagnate. Yet, innovation is notoriously

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difficult. How do you pinpoint the winning ideas that customers will love? Sifting through purchasing data for clues about what might sell or haphazardly brainstorming ideas are typical strategies. However, innovation

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expert Stephen Wunker offers the effective Jobs method: determining the drivers of customer behavior--those functional and emotional goals that people want to achieve. This simple shift in perspective opens

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up new insights about your customers and a wealth of hidden opportunities. For example, social media newcomer Snapchat used the Jobs process to capture the millennial demographic. By reducing

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functionality, the company satisfied its users' unmet need to document real life in the moment, without filters and "like" buttons. Packed with similar examples from every industry, this complete

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innovation guide explains both foundational concepts and a detailed action plan developed by Wunker and his team. In Jobs to Be Done, the groundbreaking Jobs Roadmap takes you step-by-step through the innovation

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Choice
process and reveals how to:
Gather valuable customer
insights Turn those insights into
new product ideas Test and
iterate until you find original
profitable solutions And much
more! Jobs to Be Done gives you

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Choice
a clear-cut framework for
thinking about your business,
outlines a roadmap for
discovering new markets, new
products and services, and helps
you generate creative
opportunities to innovate your

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way to success.

A world-renowned innovation guru explains practices that result in breakthrough innovations "Ulwick's outcome-driven programs bring discipline and predictability to the often

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random process of innovation."

-Clayton Christensen For years,
companies have accepted the
underlying principles that define
the customer-driven
paradigm--that is, using
customer "requirements" to

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Choice
guide growth and innovation. But
twenty years into this movement,
breakthrough innovations are
still rare, and most companies
find that 50 to 90 percent of their
innovation initiatives flop. The
cost of these failures to U.S.

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companies alone is estimated to be well over \$100 billion annually. In a book that challenges everything you have learned about being customer driven, internationally acclaimed innovation leader Anthony

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Ulwick reveals the secret weapon behind some of the most successful companies of recent years. Known as "outcome-driven" innovation, this revolutionary approach to new product and service creation

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transforms innovation from a nebulous art into a rigorous science from which randomness and uncertainty are eliminated. Based on more than 200 studies spanning more than seventy companies and twenty-five

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industries, Ulwick contends that, when it comes to innovation, the traditional methods companies use to communicate with customers are the root cause of chronic waste and missed opportunity. In What Customers

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Want, Ulwick demonstrates that all popular qualitative research methods yield well-intentioned but unfitting and dreadfully misleading information that serves to derail the innovation process. Rather than accepting

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customer inputs such as "needs," "benefits," "specifications," and "solutions," Ulwick argues that researchers should silence the literal "voice of the customer" and focus on the "metrics that customers use

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to measure success when executing the jobs, tasks or activities they are trying to get done." Using these customer desired outcomes as inputs into the innovation process eliminates much of the chaos

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and variability that typically derails innovation initiatives.

With the same profound insight, simplicity, and uncommon sense that propelled The Innovator's Solution to worldwide acclaim, this paradigm-changing book

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details an eight-step approach that uses outcome-driven thinking to dramatically improve every aspect of the innovation process--from segmenting markets and identifying opportunities to creating,

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evaluating, and positioning
breakthrough concepts. Using
case studies from Microsoft,
Johnson & Johnson, AIG, Pfizer,
and other leading companies,
What Customers Want shows
companies how to: Obtain

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unique customer inputs that
make predictable innovation
possible Recognize
opportunities for disruption, new
market creation, and core market
growth--well before competitors
do Identify which ideas,

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technologies, and acquisitions
have the greatest potential for
creating customer value
Systematically define
breakthrough products and
services concepts Innovation is
fundamental to success and

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business growth. Offering a proven alternative to failed customer-driven thinking, this landmark book arms you with the tools to unleash innovation, lower costs, and reduce failure rates--and create the products

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Choice
and services customers really
want.

Pork dorks. Craftsters. American Girl fans. Despite their different tastes, these eclectic diehards have a lot in common: they're obsessed about a specific brand,

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Choice
product, or category. They pursue their passions with fervor, and they're extremely knowledgeable about the things they love. They aren't average consumers—they're superconsumers. Although small

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in number, superconsumers can have an outsized impact on a company's bottom line.

Representing 10% of total consumers, they can drive between 30% to 70% of sales, and they're usually willing to

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Choice
spend considerably more than
the average consumer. And
because they're so engaged and
passionate, they can offer
invaluable advice to managers
looking to improve their
products, change their business

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models, energize their cultures, and attract new customers. In Superconsumers, growth strategy expert Eddie Yoon lays out a simple but extremely effective framework that has helped companies of all types

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and sizes achieve more
sustainable growth: he'll show
you how to find, listen to, and
engage with your most
passionate and profitable
consumers, and then tailor your
decisions to meet their wants

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and needs. Along the way, he'll let you into the minds and homes of superconsumers of all kinds, revealing what makes them tick and why they're willing to spend so much more than other consumers. Rich with data and

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case studies of companies that have implemented superconsumer strategies with great success, Superconsumers is a fun, practical, and inspiring guide for anyone interested in making their best customers

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even better.

Service Innovation: How to Go
from Customer Needs to
Breakthrough Services
Brazillionaires
The Joy Luck Club
Jobs to Be Done

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Business Lessons From
America's Miracle Team
Become Great at Making
Products People Will Buy
Theory to Practice

Ten years after the worldwide
bestseller Good to Great, Jim

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Collins returns with another groundbreaking work, this time to ask: why do some companies thrive in uncertainty, even chaos, and others do not? Based on nine years of research, buttressed by rigorous

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analysis and infused with engaging stories, Collins and his colleague Morten Hansen enumerate the principles for building a truly great enterprise in unpredictable, tumultuous and fast-moving times. This

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book is classic Collins:
contrarian, data-driven and
uplifting.

The foremost authority on
innovation and growth presents
a path-breaking book every
company needs to transform

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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

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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 has the answer. A generation

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ago, Christensen revolutionized business with his groundbreaking theory of disruptive innovation. Now, he goes further, offering powerful new insights. After years of research, Christensen has come

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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

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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

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startups, including Amazon, 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

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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

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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

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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.

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"A stirring tale of survival,
thanks to man's best friend."

—Seattle Times When a deadly
diphtheria epidemic swept
through Nome, Alaska, in 1925,
the local doctor knew that
without a fresh batch of

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antitoxin, his patients would die. The lifesaving serum was a thousand miles away, the port was icebound, and planes couldn't fly in blizzard conditions—only the dogs could make it. The heroic dash of dog

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teams across the Alaskan wilderness to Nome inspired the annual Iditarod Trail Sled Dog Race and immortalized Balto, the lead dog of the last team whose bronze statue still stands in New York City's Central Park.

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This is the greatest dog story,
never fully told until now.

Game-changing disruptions will
likely unfold on your watch. Be
ready. In Dual Transformation,
Scott Anthony, Clark Gilbert,
and Mark Johnson propose a

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practical and sustainable
approach to one of the greatest
challenges facing leaders today:
transforming your business in
the face of imminent disruption.
Dual Transformation shows you
how your company can come

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out of a market shift stronger and more profitable, because the threat of disruption is also the greatest opportunity a leadership team will ever face. Disruptive change opens a window of opportunity to create

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massive new markets. It is the moment when a market also-ran can become a market leader. It is the moment when business legacies are created. That moment starts with the core dual transformation framework:

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Transformation A: Repositioning today's business to maximize its resilience, such as how Adobe boldly shifted from selling packaged software to providing software as a service.

Transformation B: Creating a

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new growth engine, such as how
Amazon became the world's
largest provider of cloud
computing services. Capabilities
link: Fighting unfairly by taking
advantage of difficult-to-
replicate assets without

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succumbing to the “sucking sound of the core.” Anthony, Gilbert, and Johnson also address the characteristics leaders must embrace: courage, clarity, curiosity, and conviction. Without them, dual

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transformation efforts can founder. Building on lessons from diverse companies, such as Adobe, Manila Water, and Netflix, and a case study from Gilbert's firsthand experience transforming his own media and

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publishing company, Dual Transformation will guide executives through the journey of creating the next version of themselves, allowing them to own the future rather than be disrupted by it.

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Building a Growth Factory
When New Technologies Cause
Great Firms to Fail
How Joe Biden Barely Won the
Presidency
A Novel

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Good Fortune and the Myth of
Meritocracy

What Customers Want: Using
Outcome-Driven Innovation to
Create Breakthrough Products
and Services

Advance praise for Service

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Innovation: "To the CEOs of all service companies I deal with: READ THIS BOOK!" -- Dave Wascha, senior director, Bing Product Management, Microsoft Corporation "Lance Bettencourt deftly blends his academic and consulting experience to provide

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***an example-rich, readable,
practical, and innovative
discussion of service innovation."***

***-- Leonard Berry, coauthor of
Management Lessons from Mayo
Clinic "Provides the robust
framework to design services
that unlock growth opportunities***

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for every business." -- Lance Reschke, vice president, Ceridian Corporation "The tools and guidance in this book will inspire companies, small and large, to create effective and innovative services that are desperately needed." -- Mary Jo Bitner, Ph.D.,

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**W. P. Carey School of Business,
Arizona State University, and
coauthor of Services Marketing:
Integrating Customer Focus
Across the Firm "Cracks the code
from the fuzzy front end through
the complete life cycle of Service
Innovation." -- Angelo Rago,**

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***division vice president, Global
Customer Services, Abbott
Medical Optics "Filled with rich
examples of how firms can
innovate service through helping
customers get jobs done." --
Stephen W. Brown, Ph.D., W. P.
Carey School of Business, Arizona***

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**State University "Any leader
intent on providing distinctive
value to customers must read
Service Innovation." -- Michael
Reynolds, staff vice president,
Commercial Marketing,
WellPoint, Inc. If there's one
truism about the service sector,**

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***it's that businesses don't succeed
by inventing a better mousetrap;
they succeed by finding the best,
most cost-effective way to get rid
of their customers' mice. In
industries ranging from heavy
machinery to health care to
financial services to consumer***

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***goods, service innovation is
helping businesses find new
revenue streams--and enhance
existing ones--by satisfying their
customer's need to get things
done. Few understand this better
than Lance Bettencourt, a
strategy adviser at Strategyn and***

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***a leading educator in
management innovation
consulting. And in Service
Innovation, Bettencourt gives a
master's class on the art and
science of creating breakthrough
service products. True service
innovation demands that you***

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***shift the focus away from the
solution and back to the
customer. To achieve this shift in
your business--one that takes
you from making educated
guesses to building a clear model
to guide service
innovation--Bettencourt instructs***

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***on the finer points of how to
rethink your approach to the
customer's needs: how the
customer defines value in a
product or service. Bettencourt
mines nearly 20 years'
experience in teaching and
advising clients with service- and***

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product-dominant businesses to demonstrate proven ways you can build, streamline, and focus your company's service product innovation processes. Among the numerous key ideas and practices are: Insight on understanding the different

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types of clients you serve—and
how your products deliver value
to them Ways to design specific
frameworks for discovering
service innovation opportunities
for new, improved, and
supplementary service products
Practical guidance on staying

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***focused on the "fuzzy front end"
of service innovation The
fundamental elements of a
winning service strategy Finding
new ways to help people solve
problems and get things done is
why there are goods and services
in the first place. And in Service***

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Innovation, Lance Bettencourt
fills a vital need by delivering the
essential guide that can put your
business on the latest frontier of
value creation.

Clayton M. Christensen, the
author of such business classics
as The Innovator's Dilemma and

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***the New York Times bestseller
How Will You Measure Your Life,
and co-authors Efosa Ojomo and
Karen Dillon reveal why so many
investments in economic
development fail to generate
sustainable prosperity, and
offers a groundbreaking solution***

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for true and lasting change.

Global poverty is one of the world's most vexing problems. For decades, we've assumed smart, well-intentioned people will eventually be able to change the economic trajectory of poor countries. From education to

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**healthcare, infrastructure to
eradicating corruption, too many
solutions rely on trial and error.
Essentially, the plan is often to
identify areas that need help,
flood them with resources, and
hope to see change over time.
But hope is not an effective**

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***strategy. Clayton M. Christensen
and his co-authors reveal a
paradox at the heart of our
approach to solving poverty.
While noble, our current
solutions are not producing
consistent results, and in some
cases, have exacerbated the***

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problem. At least twenty countries that have received billions of dollars' worth of aid are poorer now. Applying the rigorous and theory-driven analysis he is known for, Christensen suggests a better way. The right kind of innovation

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***not only builds companies—but
also builds countries. The
Prosperity Paradox identifies the
limits of common economic
development models, which tend
to be top-down efforts, and
offers a new framework for
economic growth based on***

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entrepreneurship and market-creating innovation. Christensen, Ojomo, and Dillon use successful examples from America's own economic development, including Ford, Eastman Kodak, and Singer Sewing Machines, and shows how similar models have worked in

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other regions such as Japan, South Korea, Nigeria, Rwanda, India, Argentina, and Mexico. The ideas in this book will help companies desperate for real, long-term growth see actual, sustainable progress where they've failed before. But The

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Prosperity Paradox is more than a business book; it is a call to action for anyone who wants a fresh take for making the world a better and more prosperous place.

The must-read summary of Clayton M. Christensen's book:

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"Competing Against Luck". 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

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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

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**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**

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goes further, offering powerful new insights. Added- value of this summary:

- **Save time**
- **Understand the key lessons in personal change**
- **Expand on your motivation To learn more, read “Competing Against Luck”.**

This book carefully lays down

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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.

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***The inside story of the historic
2020 presidential election and
Joe Biden's harrowing ride to
victory, from the #1 New York
Times bestselling authors of
Shattered, the definitive account
of Hillary Clinton's 2016
campaign. Almost no one thought***

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Joe Biden could make it back to the White House—not Donald Trump, not the two dozen Democratic rivals who sought to take down a weak front-runner, not the mega-donors and key endorsers who feared he could not beat Bernie Sanders, not

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even Barack Obama. The story of Biden's cathartic victory in the 2020 election is the story of a Democratic Party at odds with itself, torn between the single-minded goal of removing Donald Trump and the push for a bold progressive agenda that

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threatened to alienate as many voters as it drew. In Lucky, #1 New York Times bestselling authors Jonathan Allen and Amie Parnes use their unparalleled access to key players inside the Democratic and Republican campaigns to unfold how Biden's

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***nail-biting run for the presidency
vexed his own party as much as
it did Trump. Having premised
his path on unlocking the Black
vote in South Carolina, Biden
nearly imploded before he got
there after a relentless string of
misfires left him freefalling in***

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polls and nearly broke. Allen and Parnes brilliantly detail the remarkable string of chance events that saved him, from the botched Iowa caucus tally that concealed his terrible result, to the pandemic lockdown that kept him off the stump, where he was

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often at his worst. More powerfully, Lucky unfolds the pitched struggle within Biden's general election campaign to downplay the very issues that many Democrats believed would drive voters to the polls, especially in the wake of Trump's

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response to nationwide protests following the murder of George Floyd. Even Biden's victory did not salve his party's wounds; instead, it revealed a surprising, complicated portrait of American voters and crushed Democrats' belief in the inevitability of a

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***blue wave. A thrilling
masterpiece of political
reporting, Lucky is essential
reading for understanding the
most important election in
American history and the future
that will come of it.***

Why People Resist New

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Technologies

***The Story of Innovation and
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***When Coffee and Kale Compete
Uncertainty, Chaos, and
Luck--Why Some Thrive Despite
Them All***

How Will You Measure Your Life?

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**(Harvard Business Review
Classics)**

***The Revolutionary Book That Will
Change the Way You Do Business
Lead from the Future***

In the spring of 2010, Harvard
Business School's graduating

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class asked HBS professor Clay Christensen to address them—but not on how to apply his principles and thinking to their post-HBS careers. The students wanted to know how to apply his wisdom to their personal lives. He shared

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with them a set of guidelines that have helped him find meaning in his own life, which led to this now-classic article. Although Christensen's thinking is rooted in his deep religious faith, these are strategies anyone can use.

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An innovation classic. From Steve Jobs to Jeff Bezos, Clay Christensen's work continues to underpin today's most innovative leaders and organizations. A seminal work on disruption—for everyone

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confronting the growth paradox.
For readers of the bestselling
The Innovator's Dilemma—and
beyond—this definitive work will
help anyone trying to transform
their business right now. In The
Innovator's Solution, Clayton

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Christensen and Michael Raynor expand on the idea of disruption, explaining how companies can and should become disruptors themselves. This classic work shows just how timely and relevant these ideas continue to

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be in today's hyper-accelerated
business environment.

Christensen and Raynor give
advice on the business decisions
crucial to achieving truly
disruptive growth and propose
guidelines for developing your

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own disruptive growth engine.

The authors identify the forces that cause managers to make bad decisions as they package and shape new ideas—and offer new frameworks to help create the right conditions, at the right

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time, for a disruption to succeed. This is a must-read for all senior managers and business leaders responsible for innovation and growth, as well as members of their teams. Based on in-depth research and theories tested in

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hundreds of companies across many industries, The Innovator's Solution is a necessary addition to any innovation library—and an essential read for entrepreneurs and business builders worldwide. Business lessons from one of the

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greatest Olympic teams of all time It's been called the greatest upset of all time, the most memorable Olympic moment ever, the "Miracle on Ice." No matter which superlative is used, no one can deny that the U.S.

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men's hockey team's defeat of the Soviet Union in the medal round of the Lake Placid Olympic Games was a defining moment for Cold War America. The U.S. team's goalie was a Boston University student named Jim

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Craig, who is now a leadership expert and keynote speaker to business audiences. Gold Medal Strategies gives you Craig's unique lessons from the "Miracle" team on team dynamics, leadership,

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motivation, and other important management topics. With his unparalleled perspective, Craig dissects and analyzes the elements of a successful team, how to assemble one, and what philosophies will keep the team's

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shared goal a reality. This book outlines the necessary skills and details the specific techniques you need to maximize your business readiness, hone competitive cooperation, gather your strategies, and attack your

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challengers.

Virtually all consumer-facing businesses talk about putting the customer first, but in reality, few deliver on this as effectively as they could. 100 Practical Ways to Improve Customer Experience

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walks readers through a wealth of practical tips, tools, guidelines and frameworks, for implementing customer-focused marketing strategies at every step of the customer journey. By ensuring that the customer

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remains the key focus,
companies can identify areas in
need of improvement and
implement relevant steps
throughout the value chain to
transform their business. A
unique blend of strategy and

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best practice, 100 Practical
Ways to Improve Customer
Experience has a particular
focus on multi-channel industries
such as retail, FMCG, travel,
financial services, leisure, food
and beverage, and automotive.

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These industries are all facing major disruption from trendsetting brands such as Uber, AirBnB and Amazon, and as such, now face more pressure than ever to adopt new practices and remain relevant in a

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continually competitive marketplace. Featuring case studies packed full of practical examples, this book is a unique and valuable resource for both senior industry professionals looking to transform their

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business and MBA students.

Online resources include a best practice checklist to optimize mobile apps.

The Story Of Human Progress
The Jobs To Be Done Playbook
How Smart Companies Are

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Transforming the Way Work
Gets Done

A Detective Story About Solving
the Mystery of Customer
Behavior

Open

The Innovator's Solution

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Wealth, Power, Decadence, and
Hope in an American Country

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will

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discover that a product or service must first and foremost serve a purpose, that of satisfying the consumer's expectations, and be designed accordingly. For this to work, the company must be structured around that purpose. You will also discover that :

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companies that want to improve their products do not focus enough on the specific needs of their customers; without a clear idea of the purpose the product serves, innovation is haphazard; the "job-to-be-done" theory (a set of missions to accomplish to

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satisfy the customer) allows for full customer satisfaction and ensures a competitive advantage in the long term; a "job" is determined by the context of the customer experience according to its practical, social and emotional aspects; by focusing on "jobs", it

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is possible to establish efficient processes and virtuous habits that make employees more autonomous and motivated. Innovating and satisfying customers is the primary concern of companies. Despite high-performance tools and

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increasingly abundant data, the results obtained are rarely up to their expectations. Internal teams too often have the impression that they are exploring at random and rely on luck to discover the next major innovation. In order to become more efficient, they must

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first and foremost better understand the customer's needs in order to structure their work process around the customer's specific needs. *Buy now the summary of this book for the modest price of a cup of coffee!
Introducing the Four Components

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That Make Innovation Repeatable
Even the best-performing
companies eventually stall.
Sustaining momentum—and
remaining a great growth
company—takes a system. Scott
Anthony and David Duncan call
this system a “Growth Factory.”

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They've seen it work in a small set of elite companies that have created environments where innovation is both repeatable and reliable, not relegated to an off-site or isolated division that has no real connection to the organization's future. In this HBR

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Single, Anthony and Duncan draw on their extensive experience working with these growth factory organizations—most notably Procter & Gamble and Citigroup. They highlight the four main components that make innovation repeatable and reliable, citing

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real examples of what P&G, Citi,
and even their own firm,
Innosight, have gone through to
stay firmly on a path toward
growth despite huge challenges.
They offer practical advice on
how you can put their system into
action in your own

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company—whether it's a large multinational or a small start-up. HBR Singles provide brief yet potent business ideas for today's thinking professional. They are available digitally at HBR.org and through the Kindle Store, the iBookstore, and other

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Management (team, customer,
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professor Thales Teixeira shows how and why consumer industries are disrupted, and what established companies can do about it—while highlighting the specific strategies potential startups use to gain a competitive edge. There is a pattern to digital

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disruption in an industry, whether the disruptor is Uber, Airbnb, Dollar Shave Club, Pillpack or one of countless other startups that have stolen large portions of market share from industry leaders, often in a matter of a few years. As Teixeira makes clear,

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the nature of competition has fundamentally changed. Using innovative new business models, startups are stealing customers by breaking the links in how consumers discover, buy and use products and services. By decoupling the customer value

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chain, these startups, instead of taking on the Unilevers and Nikes, BMW's and Sephoras of the world head on, peel away a piece of the consumer purchasing process. Birchbox offered women a new way to sample beauty products from a variety of companies from

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the convenience of their homes,
without having to visit a store.

Turo doesn't compete with GM.

Instead, it offers people the
benefit of driving without having
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startups, and reigning
incumbents like Best Buy and
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respond, Unlocking the Customer
Value Chain is an essential guide
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disruption takes place - and what
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that explains why the rich underestimate the importance of luck in their success, why that hurts everyone, and what we can do about it How important is luck in economic success? No question more reliably divides conservatives from liberals.

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As conservatives correctly observe, people who amass great fortunes are almost always talented and hardworking. But liberals are also correct to note that countless others have those same qualities yet never earn much. In recent years, social

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scientists have discovered that chance plays a much larger role in important life outcomes than most people imagine. In Success and Luck, bestselling author and New York Times economics columnist Robert Frank explores the surprising

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implications of those findings to show why the rich underestimate the importance of luck in success—and why that hurts everyone, even the wealthy. Frank describes how, in a world increasingly dominated by winner-take-all markets, chance

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opportunities and trivial initial advantages often translate into much larger ones—and enormous income differences—over time; how false beliefs about luck persist, despite compelling evidence against them; and how myths about personal

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**success and luck shape individual
and political choices in harmful
ways. But, Frank argues, we could
decrease the inequality driven by
sheer luck by adopting simple,
unintrusive policies that would free
up trillions of dollars each**

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year—more than enough to fix our
crumbling infrastructure, expand
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warming, and reduce poverty, all
without requiring painful sacrifices
from anyone. If this sounds
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discover that the solution requires only a few, noncontroversial steps. Compellingly readable, Success and Luck shows how a more accurate understanding of the role of chance in life could lead to better, richer, and fairer economies and societies.

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and Suskewicz have raised a battle cry for the kind of leadership we need in these uncertain times." -- Sandi Peterson, Member, Board of Directors, Microsoft We all know a visionary leader when we see one. They're bold and prophetic and at

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the same time pragmatic. They don't just promote change--they drive it, while inspiring and mobilizing others to do the same. Visionaries like Steve Jobs and Jeff Bezos possess a host of innate qualities that make them extraordinary, but what truly sets

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characteristics are translated into action and flow through all aspects of the business. Working Backwards is both a practical guidebook and the story of how the company grew to become so successful. It is filled with the authors' in-the-room

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recollections of what “Being Amazonian” is like and how their time at the company affected their personal and professional lives. They demonstrate that success on Amazon’s scale is not achieved by the genius of any single leader, but

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rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time. Whatever your talent, career or organization might be, find out how you can put Working

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