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Against Luck The Story Of
Innovation And Customer
Choice

Competing Against Luck The Story Of Innovation And

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Against Luck The Story Of

Customer Choice

A comprehensive and rigorous introduction for graduate students and researchers, with applications in sequential decision-making problems.

Game-changing disruptions will

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likely unfold on your watch. Be ready. In Dual Transformation, Scott Anthony, Clark Gilbert, and Mark Johnson propose a practical and sustainable approach to one of the greatest challenges facing leaders today: transforming your business in the face of imminent

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disruption. Dual Transformation shows you how your company can come 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

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window of opportunity to create 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 new growth engine, such as how

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Amazon became the world's
largest provider of cloud
computing services. Capabilities
link: Fighting unfairly by taking
advantage of difficult-to-replicate
assets without succumbing to the
"sucking sound of the core."

Anthony, Gilbert, and Johnson

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also address the characteristics
leaders must embrace: courage,
clarity, curiosity, and conviction.
Without them, dual
transformation efforts can
founder. Building on lessons from
diverse companies, such as
Adobe, Manila Water, and Netflix,

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and a case study from Gilbert's firsthand experience transforming his own media and publishing company, Dual Transformation will guide executives through the journey of creating the next version of themselves, allowing them to own the future rather

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than be disrupted by it.

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

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*me as a writer and still remains
Choice hugely inspirational.” —Kevin
Kwan, 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*

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Four mothers, four daughters, four families whose 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

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shared unspeakable loss and hope, they call 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

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unbearable." Forty years later the 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

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unravel the 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 storyteller,

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

*A world-renowned innovation
guru explains practices that result
in breakthrough innovations*

*"Ulwick's outcome-driven
programs bring discipline and*

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predictability to the often 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 guide growth and innovation.

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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. companies alone is estimated to be well over \$100

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billions annually. In a book that challenges everything you have learned about being customer driven, internationally acclaimed innovation leader Anthony Ulwick reveals the secret weapon behind some of the most successful companies of recent years.

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Known as "outcome-driven" innovation, this revolutionary approach to new product and service creation transforms innovation from a nebulous art into a rigorous science from which randomness and uncertainty are eliminated. Based

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*on more than 200 studies
spanning more than seventy
companies and twenty-five
industries, Ulwick contends that,
when it comes to innovation, the
traditional methods companies
use to communicate with
customers are the root cause of*

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chronic waste and missed opportunity. In What Customers Want, Ulwick demonstrates that all popular qualitative research methods yield well-intentioned but unfitting and dreadfully misleading information that serves to derail the innovation

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process. Rather than accepting 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 to measure

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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 and
variability that typically derails
innovation initiatives. With the

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*same profound insight, simplicity,
and uncommon sense that
propelled The Innovator's Solution
to worldwide acclaim, this
paradigm-changing book details
an eight-step approach that uses
outcome-driven thinking to
dramatically improve every*

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aspect of the innovation
process--from segmenting
markets and identifying
opportunities to creating,
evaluating, and positioning
breakthrough concepts. Using
case studies from Microsoft,
Johnson & Johnson, AIG, Pfizer,

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and other leading companies,
What Customers Want shows
companies how to: Obtain unique
customer inputs that make
predictable innovation possible
Recognize opportunities for
disruption, new market creation,
and core market growth--well

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*before competitors do Identify
which ideas, 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 and services customers really

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want.

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

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

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*The Clayton M. Christensen
Reader*

*How to Turn Visionary Thinking
Into Breakthrough Growth*

*How Will You Measure Your Life?
(Harvard Business Review
Classics)*

Become Great at Making Products

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People Will Buy

The Secret Lives of Customers

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

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***we lose them, 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,***

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***struggles to understand
who their customers really
are, what they want, why
they lose them, and how to
regain them. To crack the
case, start thinking like a
market detective. David***

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Scott Duncan shows how in his entertaining story of Tazza, a fictional chain of cafes with declining sales and leaders urgently seeking to understand why. The vivid characters of

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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 core of

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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

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***need and “fire” them when
unhappy. Duncan’s fresh
way of thinking about how
to understand your
customers’ secret lives
provides an innovative path
for solving whatever***

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***market mysteries you face.
An unstoppable business
revolution is under
way--and it is Agile.
Sparking dramatic
improvements in quality,
innovation, and speed-to-***

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***market, the Agile
movement has helped
companies both large and
small learn to connect
everyone and everything . .
. all the time. With rapidly
evolving consumer needs***

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***and technology that is that
is being updated quicker
than ever before,
businesses are recognizing
how vitally essential it is
adapt. And adapt quickly.
The Agile movement***

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***enables a team, unit, or
enterprise to nimbly
acclimate and upgrade
products and services to
meet these constantly
changing needs. Filled with
examples from every***

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**sector, The Age of Agile
helps readers:**

- **Master the three laws of Agile Management (team, customer, network)**
- **Embrace the new mindset**
- **Overcome constraints**

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***Employ meaningful
metrics• Make the entire
organization Agile• And
more! Companies don't
need to be born Agile. With
the groundbreaking
formulas laid out in this***

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***book, even global giants
can learn to act
entrepreneurially. Your
company's future may
depend on it!
Ten years after the
worldwide bestseller Good***

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***to Great, Jim Collins returns
with another
groundbreaking work, this
time to ask: why do some
companies thrive
in uncertainty, even chaos,
and others do not? Based***

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***on nine years of
research, buttressed by
rigorous analysis and
infused with engaging
stories, Collins and his
colleague Morten Hansen
enumerate the principles***

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***for building a truly
great enterprise in
unpredictable, tumultuous
and fast-moving times. This
book is classic Collins:
contrarian, data-driven and
uplifting.***

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**** 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 discover***

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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

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must be structured around that purpose. You will also discover that : companies that want to improve their products do not focus enough on the specific needs of their customers;

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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 satisfy the customer)

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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,

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***social and emotional
aspects; by focusing on
"jobs", it is possible to
establish efficient
processes and virtuous
habits that make
employees more***

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***autonomous and motivated.
Innovating and satisfying
customers is the primary
concern of companies.
Despite high-performance
tools and increasingly
abundant data, the results***

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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

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***Choice
order to become more
efficient, they must first
and foremost better
understand the customer's
needs in order to structure
their work process around
the customer's specific***

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***needs. *Buy now the
summary of this book for
the modest price of a cup of
coffee!***

***Uncertainty, Chaos, and
Luck--Why Some Thrive
Despite Them All***

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The Joy Luck Club

***A Detective Story About
Solving the Mystery of
Customer Behavior***

***SUMMARY - Competing
Against Luck: The Story Of
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**Choice By Clayton M.
Christensen, Karen Dillon,
Taddy Hall And David S.
Duncan**
**Summary of Competing
Against Luck
Beyond the Label**

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Choice
**How Smart Companies Are
Transforming the Way Work
Gets Done**

*The must-read summary of
Clayton M. Christensen's
book: "Competing Against
Luck". The foremost*

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Choice
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

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*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*

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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

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Dillon, and David S.

*Duncan, have the answer. A
generation ago,
Christensen revolutionized
business with his
groundbreaking theory of
disruptive innovation.*

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

- Save time*
- Understand the key
lessons in personal change*
- Expand on your*

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Choice.
motivation To learn more,
read "Competing Against
Luck". This book carefully
lays down Christensen's
provocative framework,
providing a comprehensive
explanation of the theory

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*and why it is predictive,
how to use it in the real
world--and, most
importantly, how not to
squander the insights it
provides.*

A groundbreaking

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*prescription for health
care reform--from a
legendary leader in
innovation . . . Our
health care system is in
critical condition. Each
year, fewer Americans can*

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*afford it, fewer
businesses can provide it,
and fewer government
programs can promise it
for future generations. We
need a cure, and we need
it now. Harvard Business*

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School's Clayton M.
Christensen—whose
bestselling *The
Innovator's Dilemma*
revolutionized the
business world—presents
The Innovator's

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Prescription, a comprehensive analysis of the strategies that will improve health care and make it affordable.

Christensen applies the principles of disruptive

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Choice
innovation to the broken
health care system with
two pioneers in the
field—Dr. Jerome Grossman
and Dr. Jason Hwang.
Together, they examine a
range of symptoms and

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offer proven solutions.

YOU'LL DISCOVER HOW

“Precision medicine”

reduces costs and makes

good on the promise of

personalized care

Disruptive business models

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*improve quality,
accessibility, and
affordability by changing
the way hospitals and
doctors work Patient
networks enable better
treatment of chronic*

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*diseases Employers can
change the roles they play
in health care to compete
effectively in the era of
globalization Insurance
and regulatory reforms
stimulate disruption in*

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health care

*Praise for The Online
Advertising Playbook*

*"Finally, someone has
documented all we know
about online advertising
and how to do it right. As*

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*much as this confirms that
online advertising really
works, we know that
marketers don't always get
it right. The ARF's The
Online Advertising
Playbook provides critical*

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*insight on what sticks and
what doesn't in online
advertising and
marketing." –Greg Stuart,
CEO and President,
Interactive Advertising
Bureau and coauthor of*

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Choice
What Sticks "The Online
Advertising Playbook's
principles, case studies,
and strategic insights
equip marketers with the
best knowledge available.
It will help your online

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advertising achieve the full range of marketing objectives, from lead generation and customer acquisition to driving trial and loyalty." -Tim Kopp, Vice President,

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*Global Interactive
Marketing, The Coca-Cola
Company "To grow
interactive marketing from
here we need to
institutionalize our
wisdom and experience*

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about what works. This book explains, in a disciplined way, what marketers have learned from a decade of massive change." –Ted McConnell, Interactive Innovation

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Choice
Director, Procter & Gamble
"The Online Advertising
Playbook is a milestone in
the maturation of
interactive advertising,
but also an invaluable go-
to guide for managers

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trying to make smart decisions with their advertising budgets." –Van Riley, Vice President of Research, AOL "The best marketing communication is spawned from what I call

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'informed intuition.'
After reading *The Online Advertising Playbook*, I am far better informed on how to optimize the online channel in our advertising and promotional programs.

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Choice
It's a perfect blend of
case studies and research-
backed learning." —Rod
DeVar, Manager,
Advertising and Promotion,
United States Postal
Service "Savvy marketers

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Choice
should take advantage of

*The Online Advertising
Playbook's findings and
principles to get real
results." –Chris*

*Theodoros, Director of
Industry Relations, Google*

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"A work of wisdom and rigor in the digital space that is as relevant for the newbie as it is for the digerati." -Mike Donahue, Executive Vice President, American

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Association of Advertising
Agencies "This is a must-
read for any marketing
executive involved in
online advertising. It's
high time that a book
looks at online

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Choice
advertising in the context
of an integrative
promotional strategy, one
meant to set objectives,
establish creative
strategies, and measure
results. The book nicely

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*ties the various
components of online
advertising to relevant
case studies, and the
emphasis on measurement
and results is refreshing.
Not only is it relevant*

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Choice
for marketing executives,
it would also be a good
basic text for any
Internet advertising
course and a good adjunct
to any Internet marketing
course." —Henry Assael,

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Professor of Marketing,
Stern School of Business,
New York University

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

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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.

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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

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School professor Clayton Christensen has the answer. A generation ago, Christensen revolutionized business with his groundbreaking theory of disruptive innovation.

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Now, he goes further, offering powerful new insights. After years of research, Christensen has come to one critical conclusion: our long held maxim—that understanding

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*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*

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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,

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Choice
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.

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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

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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

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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

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*it in the real world—and,
most importantly, how not
to squander the insights
it provides.*

Lead from the Future

Seeing What's Next

Building a Growth Factory

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*How Innovation Can Lift
Nations Out of Poverty
Bringing the Lean Start-up
into Your Organization
The Innovator's Solution
Success and Luck*

In the world of the near future,

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the most popular sport in the world is hover car racing. Super fast and dangerous, its heroes are the racers: part fighter pilot, part race - car driver, all superstar. But to get to the Pro Circuit, you must first pass through the International Race

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School, a brutal cauldron of wild races on even wilder courses, where only the best of the best will survive. This is the story of Jason Chaser, a talented young racer selected to attend the Race School. He's younger than the other students. He's smaller. His

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trusty car, the Argonaut, is older.
But Jason Chaser is no ordinary
racer. And as he races against
the best drivers in the world he
will learn that at Race School
winning is everything, that not
everyone in this world fights fair,
and that you never ever have any

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friends on the track.

Clayton M. Christensen, the author of such business classics as *The Innovator's Dilemma* and the New York Times bestseller *How Will You Measure Your Life*, and co-authors Efosa Ojomo and Karen Dillon reveal why so many

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investments in economic development fail to generate sustainable prosperity, and offers a groundbreaking solution for true and lasting change. Global poverty is one of the world's most vexing problems. For decades, we've assumed smart, well-

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intentioned people will eventually be able to change the economic trajectory of poor countries.

From education to healthcare, infrastructure to eradicating corruption, too many solutions rely on trial and error.

Essentially, the plan is often to

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identify areas that need help, flood them with resources, and hope to see change over time. But hope is not an effective strategy. Clayton M. Christensen and his co-authors reveal a paradox at the heart of our approach to solving poverty.

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While noble, our current solutions are not producing consistent results, and in some cases, have exacerbated the problem. At least twenty countries that have received billions of dollars' worth of aid are poorer now. Applying the

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rigorous and theory-driven analysis he is known for, Christensen suggests a better way. The right kind of innovation not only builds companies—but also builds countries. The Prosperity Paradox identifies the limits of common economic

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development models, which tend to be top-down efforts, and offers a new framework for economic growth based on entrepreneurship and market-creating innovation. Christensen, Ojomo, and Dillon use successful examples from America's own

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economic development, including Ford, Eastman Kodak, and Singer Sewing Machines, and shows how similar models have worked in other regions such as Japan, South Korea, Nigeria, Rwanda, India, Argentina, and Mexico. The ideas in this book will help

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companies desperate for real, long-term growth see actual, sustainable progress where they've failed before. But The 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

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better and more prosperous
place.

Have you ever come up with an idea for a new product or service but didn't take any action because you thought it would be too risky? Or at work, have you had what you thought could be a

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big idea for your company—perhaps changing the way you develop or distribute a product, provide customer service, or hire and train your employees? If you have, but you haven't known how to take the next step, you need to

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understand what the authors call the innovator's method—a set of tools emerging from lean start-up, design thinking, and agile software development that are revolutionizing how new ideas are created, refined, and brought to market. To date these tools

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have helped entrepreneurs, designers, and software developers manage uncertainty—through cheap and rapid experiments that systematically lower failure rates and risk. But many managers and leaders struggle to apply these

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powerful tools within their organizations, as they often run counter to traditional managerial thinking and practice. Authors Nathan Furr and Jeff Dyer wrote this book to address that very problem. Following the breakout success of *The Innovator's*

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DNA—which Dyer wrote with Hal Gregersen and bestselling author Clay Christensen to provide a framework for generating ideas—this book shows how to make those ideas actually happen, to commercialize them for success. Based on their

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research inside corporations and successful start-ups, Furr and Dyer developed the innovator's method, an end-to-end process for creating, refining, and bringing ideas to market. They show when and how to apply the tools of their method, how to

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adapt them to your business, and how to answer commonly asked questions about the method itself, including: How do we know if this idea is worth pursuing? Have we found the right solution? What is the best business model for this new

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Choice offering? This book focuses on the “how”—how to test, how to validate, and how to commercialize ideas with the lean, design, and agile techniques successful start-ups use. Whether you’re launching a start-up, leading an established

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one, or simply working to get a new product off the ground in an existing company, this book is for you.

The "how-not-to" leadership book
There is a paradox in leadership:
we can only succeed by
knowingfailure. Every

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accomplished leader knows there are minefields of failures that need to be navigated in order to succeed. Wouldn't it be great to have the insights to help you prevent from making avoidable mistakes? Unfortunately, in business talking about mistakes

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can be taboo, and, at a certain level, learning from failure is not an option. Weinzimmer and McConoughey speak frankly about the things that are difficult to talk about – the unvarnished truths necessary to become a successful leader.

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Based on a groundbreaking
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

order to avoid the most damning

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leadership mistakes: unbalanced
orchestration, drama
management, and reckless vanity
Learning from the mistakes of
others is a necessary part of
the journey of effective
leadership, and this book offers
an indispensable guide to learning

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these powerful lessons—without
paying the price of failure.

The Story of Innovation and
Customer Choice

Competing Against Luck

Good Fortune and the Myth of
Meritocracy

Lucky

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Choice
Outsell, Outmanage,
Outmotivate, and Outnegotiate
Your Competition
The Age of Agile
Using Outcome-Driven
Innovation to Create
Breakthrough Products and
Services

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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 strategic imperative. The Jobs To Be Done

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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.

The best of Clayton Christensen's

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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

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misinterpreted. To achieve 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

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of Christensen's most influential articles—carefully selected by 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

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do about it. The collection features Christensen's newest article looking back on 20 years of disruptive innovation: what it is, and what it isn't. Covering a broad spectrum of topics—business model innovation, mergers and acquisitions, value-

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chain shifts, financial incentives, product development—these articles illuminate the impact and implications of disruptive innovation as well as Christensen's broader thinking on management theory and its application in business and in life.

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This collection of best-selling articles includes: “Disruptive Technologies: Catching the Wave,” by Joseph L. Bower and Clayton M. Christensen, “Meeting the Challenge of Disruptive Change,” by Clayton M. Christensen and Michael Overdorf, “Marketing

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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.
Christensen, Stephen P. Kaufman,

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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,

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“Skate 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.

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Raynor, and Rory McDonald, “Why 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.

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From New York Times bestselling author and economics columnist Robert Frank, a compelling book that explains why the rich underestimate the importance of luck in their success, why that hurts everyone, and what we can do about

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it How important is luck in economic success? No question more reliably divides conservatives from liberals. As conservatives correctly observe, people who amass great fortunes are almost always talented and hardworking. But liberals are also

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correct to note that countless others have those same qualities yet never earn much. In recent years, social scientists have discovered that chance plays a much larger role in important life outcomes than most people imagine. In Success and

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Luck, bestselling author and New York Times economics columnist Robert Frank explores the surprising implications of those findings to show why the rich underestimate the importance of luck in success—and why that hurts everyone, even the

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wealthy. Frank describes how, in a world increasingly dominated by winner-take-all markets, chance opportunities and trivial initial advantages often translate into much larger ones—and enormous income differences—over time; how

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false beliefs about luck persist, despite compelling evidence against them; and how myths about personal success and luck shape individual and political choices in harmful ways. But, Frank argues, we could decrease the inequality driven by

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sheer luck by adopting simple, unintrusive policies that would free up trillions of dollars each year—more than enough to fix our crumbling infrastructure, expand healthcare coverage, fight global warming, and reduce poverty, all

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without requiring painful sacrifices from anyone. If this sounds implausible, you'll be surprised to discover that the solution requires only a few, noncontroversial steps. Compellingly readable, Success and Luck shows how a more accurate

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understanding of the role of chance in life could lead to better, richer, and fairer economies and societies. This blistering novel—from the bestselling, Pulitzer Prize-winning author of *The Road*—returns to the Texas-Mexico border, setting of the

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famed Border Trilogy. The time is our own, when rustlers have given way to drug-runners and small towns have become free-fire zones. One day, a good old boy named Llewellyn Moss finds a pickup truck surrounded by a bodyguard of dead

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men. A load of heroin and two million dollars in cash are still in the back. When Moss takes the money, he sets off a chain reaction of catastrophic violence that not even the law—in the person of aging, disillusioned Sheriff Bell—can

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contain. As Moss tries to evade his pursuers—in particular a mysterious mastermind who flips coins for human lives—McCarthy simultaneously strips down the American crime novel and broadens its concerns to encompass themes

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as ancient as the Bible and as
bloodily contemporary as this
morning's headlines. No Country for
Old Men is a triumph.

How to Learn the Tough Leadership
Lessons Without Paying the Price
The Innovator's Dilemma

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The Online Advertising Playbook
Step Up. Stand Out. Kick Ass.
Repeat.

Creating and Sustaining Successful
Growth

Bandit Algorithms

A Simple, Speedy, and Sustainable

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Path to Superior Growth

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, product, or category. They

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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 in number, superconsumers can

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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 spend considerably more than

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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 models, energize their cultures, and

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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 and sizes achieve more

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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 and needs. Along the way, he'll

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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 case studies of companies that

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*have implemented
superconsumer strategies with
great success, Superconsumers
is a fun, practical, and inspiring
guide for anyone interested in
making their best customers
even better.*

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Why do some innovation projects 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.

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A totalitarian regime has ordered all books to be destroyed, but one of the book burners suddenly realizes their merit. Every organization has its share of political drama: Personalities clash. Agendas compete. Turf

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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 compromising your integrity? By

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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

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when it's due.

Choice
When Coffee and Kale Compete
Proven Strategies and Tested
Tactics from the Advertising
Research Foundation
The Prosperity Paradox
The Jobs To Be Done Playbook

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*A Roadmap for Customer-
Centered Innovation*

A Novel

*Disruptive Innovation: The
Christensen Collection (The
Innovator's Dilemma, The
Innovator's Solution, The*

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*Innovator's DNA, and Harvard
Business Review article "How
Will You Measure Your Life?") (4
Items)*

***In the spring of 2010,
Harvard Business School's
graduating class asked HBS***

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***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***

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***personal lives. He shared
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***

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rooted in his deep religious faith, these are strategies anyone can use. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The

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***Harvard Business Review
Classics series now offers
you the opportunity to make
these seminal pieces a part
of your permanent
management library. Each
highly readable volume***

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***contains a groundbreaking
idea that continues to shape
best practices and inspire
countless managers around
the world.***

***Competing Against LuckThe
Story of Innovation and***

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**Customer
Choice HarperCollins
Introducing the Four
Components That Make
Innovation Repeatable Even
the best-performing
companies eventually stall.**

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Sustaining momentum—and remaining a great growth company—takes a system. Scott Anthony and David Duncan call this system a “Growth Factory.” They’ve seen it work in a small set of

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***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***

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***organization's future. In this
HBR Single, Anthony and
Duncan draw on their
extensive experience
working with these growth
factory organizations—most
notably Procter & Gamble***

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and Citigroup. They highlight the four main components that make innovation repeatable and reliable, citing real examples of what P&G, Citi, and even their own firm,

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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

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***HBR.org and through the
Kindle Store, the iBookstore,
and other ebook sellers.
Every day, individuals take
action based on how they
believe innovation will
change industries. Yet these***

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***beliefs are largely based on
guesswork and incomplete
data and lead to costly
errors in judgment. Now,
internationally renowned
innovation expert Clayton M.
Christensen and his***

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research partners Scott D. Anthony and Erik A. Roth present a groundbreaking framework for predicting outcomes in the evolution of any industry. Based on proven theories outlined in

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**Christensen's landmark
books *The Innovator's
Dilemma* and *The
Innovator's Solution*, *Seeing
What's Next* offers a
practical, three-part model
that helps decision-makers**

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spot the signals of industry change, determine the outcome of competitive battles, and assess whether a firm's actions will ensure or threaten future success. Through in-depth case

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***studies of industries from
aviation to health care, the
authors illustrate the
predictive power of
innovation theory in action.
Insights, Stories, and
Secrets from Inside Amazon***

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Extreme You

Theory to Practice

Align Your Markets,

Organization, and Strategy

Around Customer Needs

Jobs to Be Done

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***Swim with the Sharks
Without Being Eaten Alive***

An innovation classic.
From Steve Jobs to Jeff
Bezos, Clay Christensen's
work continues to underpin
today's most innovative

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leaders and organizations.

**A seminal work on
disruption—for everyone
confronting the growth
paradox. For readers of
the bestselling The
Innovator's Dilemma—and**

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**beyond—this definitive
work will help anyone
trying to transform their
business right now. In The
Innovator's Solution,
Clayton Christensen and
Michael Raynor expand on**

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**the idea of disruption,
explaining how companies
can and should become
disruptors themselves.
This classic work shows
just how timely and
relevant these ideas**

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**continue to be in today's
hyper-accelerated business
environment. Christensen
and Raynor give advice on
the business decisions
crucial to achieving truly
disruptive growth and**

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**propose guidelines for
developing your own
disruptive growth engine.
The authors identify the
forces that cause managers
to make bad decisions as
they package and shape new**

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**ideas—and offer new
frameworks to help create
the right conditions, at
the right time, for a
disruption to succeed.
This is a must-read for
all senior managers and**

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**business leaders
responsible for innovation
and growth, as well as
members of their teams.
Based on in-depth research
and theories tested in
hundreds of companies**

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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.

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**Clayton Christensen's
definitive works on
innovation—offered
together for the first
time Will you fall victim
to disruptive
innovation—or become a**

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disruptor yourself? Tip
the odds in your favor
with the bestselling books
that have made Christensen
one of the world's
foremost authorities on
innovation. You'll also

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get his award-winning HBR
article, full of
inspiration for finding
meaning and happiness in
your life using the
principles of business.
The 4-volume collection

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includes: The Innovator's
Dilemma: When New
Technologies Cause Great
Firms to Fail In one of
the most influential
business books of our
time, Christensen**

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**introduced the world to
the concept of disruptive
innovation, showing how
even the most outstanding
companies can do
everything right—yet still
lose market leadership.**

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Don't repeat their mistakes. The Innovator's Solution: Creating and Sustaining Successful Growth Citing in-depth research and theories tested in hundreds of

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companies across many industries, Christensen and co-author Michael Raynor provide the tools organizations need to become disruptors themselves. The

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**Innovator's DNA: Mastering
the Five Skills of
Disruptive Innovators
Christensen and coauthors
Jeffrey Dyer and Hal
Gregersen identify
behaviors of the world's**

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**best innovators—from
leaders at Amazon and
Apple to those at Google,
Skype, and the Virgin
Group—to show how you and
your team can unlock the
code to generating and**

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**executing more innovative
ideas. "How Will You
Measure Your Life?" (HBR
article) At Harvard
Business School, Clayton
Christensen teaches
aspiring MBAs how to apply**

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management and innovation theories to build stronger companies. But he also believes that these models can help people lead better lives. In this award-winning Harvard

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Business Review article,
he explains how, exploring
questions everyone needs
to ask: How can I be happy
in my career? How can I be
sure that my relationship
with my family is an

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**enduring source of
happiness? And how can I
live my life with
integrity?**

**The former global CEO of
Chanel charts her unlikely
path from literature major**

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Choice
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.

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**Shy. Leader. Wife. Mother.
We live in a world of
categories – labels
designed to tell the
world, and ourselves, who
we are and ought to be.
Some we may covet, others**

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**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**

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**charts her unlikely path
from literature major to
global chief executive.
Sharing the inklings,
risks and (re)defining
moments that have shaped
her exemplary career,**

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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 vivid

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**storytelling and
provocative insights,
Chiquet guides readers to
consider the pressing
questions and inherent
paradoxes of creating a
successful, fulfilling**

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**life in today's
increasingly complex and
competitive world. "Why
should we separate art
from business, feelings
from logic, intuition from
judgment?" Chiquet poses.**

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**"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,**

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**embracing your femininity,
won't make you stronger?"**

**Wise, inspiring, and
deeply felt, Beyond the
Label is for anyone who
longs for a life without
limits on who she is or**

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who she will become.

**Gold Medal Winner for Best
Leadership Book in the
2021 Axiom Business Book
Awards Named one of the
"Top Ten Technology Books
Of 2020" – Forbes Named**

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**one of the "10 Best New
Business Books of 2020" by
Inc. magazine "Johnson and
Suskewicz have raised a
battle cry for the kind of
leadership we need in
these uncertain times." --**

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**Sandi Peterson, Member,
Board of Directors,**

**Microsoft We all know a
visionary leader when we
see one. They're bold and
prophetic and at the same
time pragmatic. They don't**

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Choice
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

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**them extraordinary, but
what truly sets them apart
is their ability to turn
vision into action. In
Lead from the Future,
Innosight's Mark W.
Johnson and Josh Suskewicz**

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**introduce a new way of
thinking and managing,
called "future-back," that
enables any manager to
become a practical
visionary. Addressing the
many barriers to change**

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that exist in established organizations, they present a systematic approach to overcoming them that includes: The principles and mind-set that allow leadership

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**teams to look beyond
typical short-term
planning horizons A method
for turning emerging
challenges into the growth
opportunities that can
define an organization's**

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**future A step-by-step
approach for translating a
vision into a strategic
plan that teams can align
around and commit to ways
to ensure that visionary
thinking becomes a**

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**repeatable organizational
capability As practical as
it is inspiring, Lead from
the Future is the guide
you and your team need to
develop a vision and
translate it into**

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transformative growth.

Fahrenheit 451

The Innovator's

**Prescription: A Disruptive
Solution for Health Care**

The Wisdom of Failure

HBR Guide to Office

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Politics

**The Innovator's Method
Working Backwards
When New Technologies
Cause Great Firms to Fail**

The inside story of the
historic 2020 presidential

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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.

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Almost no one thought 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

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mega-donors and key
endorsers who feared he
could not beat Bernie
Sanders, not even Barack
Obama. The story of
Biden's cathartic victory
in the 2020 election is

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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 threatened to

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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

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Democratic and Republican campaigns to unfold how Biden's nail-biting run for the presidency vexed his own party as much as it did Trump. Having premised his path on

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unlocking the Black vote
in South Carolina, Biden
nearly imploded before he
got there after a
relentless string of
misfires left him
freefalling in polls and

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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

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result, to the pandemic lockdown that kept him off the stump, where he was often at his worst. More powerfully, Lucky unfolds the pitched struggle within Biden's general

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election campaign to
downplay the very issues
that many Democrats
believed would drive
voters to the polls,
especially in the wake of
Trump's response to

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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

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American voters and crushed Democrats' belief in the inevitability of a blue wave. A thrilling masterpiece of political reporting, Lucky is essential reading for

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understanding the most important election in American history and the future that will come of it.

In a challenging economy filled with multiple

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competitors, no one can afford to stagnate. Yet, innovation is notoriously difficult. How do you pinpoint the winning ideas that customers will love? Sifting through purchasing

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data for clues about what might sell or haphazardly brainstorming ideas are typical strategies.

However, innovation expert Stephen Wunker offers the effective Jobs method:

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determining the drivers of customer behavior--those functional and emotional goals that people want to achieve. This simple shift in perspective opens up new insights about your

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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

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every industry, this complete innovation guide explains both foundational concepts and a detailed action plan developed by Wunker and his team. In *Jobs to Be Done*, the

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groundbreaking Jobs

Roadmap takes you step-by-step through the innovation process and reveals how to: Gather valuable customer insights
Turn those insights into

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new product ideas Test and
iterate until you find
original profitable
solutions And much more!
Jobs to Be Done gives you
a clear-cut framework for
thinking about your

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business, outlines a roadmap for discovering new markets, new products and services, and helps you generate creative opportunities to innovate your way to success.

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This straight-from-the-hip handbook by bestselling author and self-made millionaire Harvey Mackay spells out the path to success for readers everywhere. They will

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learn how to: Outsell by
getting appointments with
people who absolutely,
positively do not want to
see you, and then making
them glad they said "yes!"
Outmanage by arming

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yourself with information on prospects, customers, and competitors that the CIA would envy - using a system called the "Mackay 66." Outmotivate by using his insights to help

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yourself or your kids' join
the ranks of Amercia's one
million millionaires.

Outnegotiate by knowing
when to "smile and say no"
and when to "send in the
clones." This one-of-a-

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kind book by a businessman who's seen it all and done it all has sold almost 2 million copies, and is the essential roadmap for everyone on the path to success.

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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

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constraints that stop her.
When Coffee and Kale
Compete by Alan Klement
helps you become better at
creating and selling
products that people will
buy. Your joy at work will

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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 provide stable jobs

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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

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help them create successful products. Alan not only relates success stories but also gives examples of products and companies that failed. The experiences of others will

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help you make the best choices for your own company or the company where you work. You will also learn how to analyze the competition and make customers notice your

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

Hover Car Racer

How Joe Biden Barely Won
the Presidency

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Innovation and the General
Choice
Manager

No Country for Old Men
Using the Theories of
Innovation to Predict
Industry Change
Superconsumers

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Women, Leadership, and
Success on Our Own Terms

Clay Christensen is
world-renowned in the
field of innovation. His
book is the first
general manager's

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instruction kit for
managing innovation. It
was developed from
Christensen's Harvard
course and it helps
students and managers
learn to address the

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issues related to
managing innovation more
effectively. Its first
purpose is to help them
understand the
challenges of
coordination and

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interoperability in
innovation and to equip
them with the tools to
manage these complex
interactions
effectively. Its second
purpose it to help

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future managers develop an intuition for sorting out symptoms from their underlying causes and to give them vicarious experience, through case studies, in resolving

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those root causes.

Working Backwards is an
insider's breakdown of
Amazon's approach to
culture, leadership, and
best practices from two
long-time Amazon

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executives—with lessons
and techniques you can
apply to your own
company, and career,
right now. In Working
Backwards, two long-
serving Amazon

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executives reveal the principles and practices that have driven the success of one of the most extraordinary companies the world has ever known. With twenty-

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seven years of Amazon
experience between
them—much of it during
the period of unmatched
innovation that created
products and services
including Kindle, Amazon

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Prime, Amazon Studios,
and Amazon Web
Services—Bryar and Carr
offer unprecedented
access to the Amazon way
as it was developed and
proven to be repeatable,

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scalable, and adaptable.
With keen analysis and
practical steps for
applying it at your own
company—no matter the
size—the authors
illuminate how Amazon's

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fourteen leadership principles inform decision-making at all levels of the company. With a focus on customer obsession, long-term thinking, eagerness to

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invent, and operational
excellence, Amazon's
ground-level practices
ensure these
characteristics are
translated into action
and flow through all

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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

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authors' in-the-room
recollections of what
"Being Amazonian" is
like and how their time
at the company affected
their personal and
professional lives. They

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demonstrate that success
on Amazon's scale is not
achieved by the genius
of any single leader,
but rather through
commitment to and
execution of a set of

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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

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you can put Working
Backwards to work for
you.

As a child, Sarah Robb
O'Hagan dreamed she
could be a champion. Her
early efforts failed to

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reveal a natural
superstar, but she
refused to settle for
average. Through
dramatic successes and
epic fails, she studied
how extraordinary people

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in sports, entertainment
and business set and
achieve extremely
personal goals. Sarah
became an executive at
Virgin Atlantic and
Nike, and despite being

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fired twice in her
twenties, she went on to
become the global
president of Gatorade
and of Equinox—as well
as a wife, mother, and
endurance athlete. In

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every challenging
situation, personal or
professional,
individuals face the
pressure to play it safe
and conform to the
accepted norms. But

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doing so comes with heavy costs: passions stifled, talents ignored, and opportunities squelched. The bolder choice is to embrace what Sarah calls

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Extreme You: to
confidently bring all
that is distinctive and
relevant about yourself
to everything you do.
Inspiring, surprising,
and practical, Extreme

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You is her training
program for becoming the
best version of
yourself.

Great by Choice

Dual Transformation