

Jobs To Be Done: A Roadmap For Customer Centered Innovation

The worst storm in history seen from the wheelhouse of a doomed fishing trawler; a mesmerizingly vivid account of a natural hell from a perspective that offers no escape. We've written this book for the Jobs-to-be-Done student and practitioner who has a basic grasp of JTBD concepts (Forces Diagram, JTBD Timeline, Interview Process) and wants to strengthen their technique and continue to get better results out of their application of Jobs-to-be-Done. How to Use This Book The only person who knows what you'll hire this book for is you (but we have our theories). Consider: Cramming it to pull out anything you haven't seen before. Flipping through it a few minutes before you conduct an interview to review the basics. Using it to think through who to interview when starting a project. Handing it to a colleague to quickly bring them up-to-speed on JTBD so they can be your interview partner. Not Quite Ready? There are lots of resources available to help you get caught up on the Jobs-to-be-Done basics. Visit JobstobeDone.org and think about: Listening to the JTBD Radio podcast (especially the sample interviews). Taking the Online JTBD Course and learning on your own time. Attending a Switch Workshop and getting an immersive one-day crash course in Jobs-to-be-Done.

How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You ' ll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You ' ll be able to focus on your customers and iteratively improve their experience. Move from theory to practice and build sustainable business 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 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. 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 billion 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. 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 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 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 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 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 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 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, 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 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 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 want.

The Magical Language of Others

My Product Management Toolkit

Marketing for Business Growth

Escaping the Build Trap

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses and Other Tricky Situations at Work

The Jobs To Be Done Playbook

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

Become Great at Making Products People Will Buy

To most companies, efficiency means profits and growth. But what if your "efficient" company--the one with the reduced headcount and the "stretch" goals--is actually slowing down and losing money? What if your employees are burning out doing the work of two or more people, leaving them no time for planning, prioritizing, or even lunch? What if you're losing employees faster than you can hire them? What if your superefficient company is suddenly falling behind? Tom DeMarco, a leading management consultant to both Fortune 500 and up-and-coming companies, has discovered a counterintuitive principle that explains why efficiency improvement can sometimes make a company slow. If your real organizational goal is to become fast (responsive and agile), then he proposes that what you need is not more efficiency, but more slack. What is "slack"? Slack is the degree of freedom in a company that allows it to change. It could be something as simple as adding an assistant to a department, letting high-priced talent spend less time at the photo copier and more time making key decisions. Slack could also appear in the way a company treats employees: instead of loading them up with overwork, a company designed with slack allows its people room to breathe, increase effectiveness, and reinvent themselves. In thirty-three short chapters filled with creative learning tools and charts, you and your company can learn how to: make sense of the Efficiency/Flexibility quandary run directly toward risk instead of away from it strengthen the creative role of middle management make change and growth work together for even greater profits A innovative approach that works for new- and old-economy companies alike, this revolutionary handbook will

debunk commonly held assumptions about real-world management, and give you and your company a brand-new model for achieving and maintaining true effectiveness—and a healthier bottom line.

If you want to create products and services that provide real value, you should first identify touchpoints--areas where business and customer needs intersect. This practical book shows you how. Using various mapping techniques from UX design, you'll learn how to turn customer observations into actionable insight for product design. Author Jim Kalbach, Principal UX Designer with Citrix, introduces you to the principles behind alignment diagrams--a class of deliverable also known as experience mapping--using several examples. You'll learn how to visually map your existing customer experience, based on user research, and demonstrate how and where customer perspectives intersect with business goals. Using alignment diagrams, you'll not only be able to orchestrate business-customer touchpoints, but also gain stakeholder support for a product or service that provides value to both your business and your customers. This book is ideal for product managers, marketers, customer experience professionals, and designers.

To stay competitive in today ' s market, organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs. Companies that live and die by outputs often fall into the "build trap," cranking out features to meet their schedule rather than the customer ' s needs. In this book, Melissa Perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals. By understanding how to communicate and collaborate within a company structure, you can create a product culture that benefits both the business and the customer. You ' ll learn product management principles that can be applied to any organization, big or small. In five parts, this book explores: Why organizations ship features rather than cultivate the value those features represent How to set up a product organization that scales How product strategy connects a company ' s vision and economic outcomes back to the product activities How to identify and pursue the right opportunities for producing value through an iterative product framework How to build a culture focused on successful outcomes over outputs

This newly revised and updated companion for every innovator, innovation team leader, operations manager and corporate change agent presents, in an easy-to-use format, more than 50 tools and techniques for identifying innovation opportunities, generating new and unusual ideas and implementing new solutions.

The Innovator's Dilemma

Liner Notes on Rap and Language

The Jobs-To-be-Done Handbook

Marketing Wisdom

A Roadmap for Customer-Centered Innovation

The Peter Principle

Align Your Markets, Organization, and Strategy Around Customer Needs

The Way I Am

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

A New York Times Bestseller From #1 New York Times bestselling author Julia Quinn comes the story of Colin Bridgerton and Penelope Featherington, in the

fourth of her beloved Regency-set novels featuring the charming, powerful Bridgerton family, now a series created by Shondaland for Netflix. COLIN AND PENELOPE'S STORY Penelope Featherington has secretly adored her best friend's brother for . . . well, it feels like forever. After half a lifetime of watching Colin Bridgerton from afar, she thinks she knows everything about him, until she stumbles across his deepest secret . . . and fears she doesn't know him at all. Colin Bridgerton is tired of being thought of as nothing but an empty-headed charmer, tired of the notorious gossip columnist Lady Whistledown, who can't seem to publish an edition without mentioning him. But when Colin returns to London from a trip abroad, he discovers nothing in his life is quite the same—especially Penelope Featherington! The girl who was always simply there is suddenly the girl haunting his dreams. When he discovers that Penelope has secrets of her own, this elusive bachelor must decide . . . is she his biggest threat— or his promise of a happy ending?

Insightful and heart-warming, this classic book is written for those who seek to know God better. It unfolds life-impacting, biblical truths and has been called a "soul-stirring celebration of the pleasures of knowing God."

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology-it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, Designing Web Navigation offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

*A Detective Story About Solving the Mystery of Customer Behavior
Ask a Manager*

City of Girls

Meditations of a Christian Hedonist

Mapping Experiences

Using Outcome-Driven Innovation to Create Breakthrough Products and Services

Product Roadmaps Relaunches

Getting Past Burnout, Busywork, and the Myth of Total Efficiency

Jobs to Be Done: A Roadmap for Customer-Centered

Innovation AMACOM

Why are some products a hit while others never see the light of day? While there's no foolproof way to tell what will succeed and what won't, every product has a chance as long as it's supported by research, careful planning, and hard work. -Written by successful product manager Marc Abraham, My Product Management Toolkit is a comprehensive guide to developing a physical or digital product that consumers love. Here's a sample of what you'll find within these pages: Strategies for determining what customers want-even when they don't know themselves Clear suggestions for developing both physical and digital products Effective methods to constantly iterate a product or feature Containing wisdom from Abraham's popular blog, this book explores product management from every angle, including consumer analysis, personnel management, and product evolution. Whether you're developing a product for a small start-up or a multinational corporation, this book will prove invaluable.

Ben Horowitz, a leading venture capitalist, modern management expert, and New York Times bestselling author combines lessons both from history and modern organisational practice with practical and often surprising advice to help us build cultures that can weather both good and bad times.

A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product Prioritize ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and over-delivery from your team Get your sales team working with you instead of against

you Bring a user and buyer-centric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without overcommitting The Statue in the Stone Slack

What's Good?

How Effective Product Management Creates Real Value

When New Technologies Cause Great Firms to Fail

Desiring God

Chaos

Customers who have inconsistent experiences with products and services are understandably frustrated. But it's worse for organizations that can't pinpoint the causes of these problems because they're too focused on processes. This updated book shows your team how to use alignment diagrams to turn valuable customer observations into actionable insight. With this powerful technique, you can visually map existing customer experience and envision future solutions. Designers, product and brand managers, marketing specialists, and business owners will discover how experience diagramming helps you determine where business goals and customer perspectives intersect. Armed with this insight, you can provide the people you serve with real value. Mapping experiences isn't just about product and service design; it's about understanding the human condition. Emphasize recent changes in business using the latest mapping techniques Create diagrams that account for multichannel experiences as well as ecosystem design Understand how facilitation is increasingly becoming part of mapping efforts, shifting the focus from a deliverable to actionability Explore ways to apply mapping of all kinds to noncommercial settings, such as helping victims of domestic violence

How do you go from an idea to a compelling product strategy? How do you translate a customer interview into marketing insight? In the Value Mix, Guerric de Ternay answers these important questions. Filled with innovation frameworks and examples, this practical book helps you solve the biggest challenge every business faces: how to create meaningful and successful products or services--something new that matters to your customers. The Value Mix is complementary to the lean startup methodology, the design thinking process, and customer development research. This is a must-read for anyone starting something new--whether you're a product manager, an entrepreneur, an innovation consultant, or a marketing or brand manager. You can create meaningful value propositions for your customers. The Value Mix tells you how. -- Guerric de Ternay is the founder of two sustainable fashion businesses: GoudronBlanc offers high-quality T-shirts for men and Blackwood creates accessories made of natural, eco-friendly materials. In parallel, Guerric also manages projects for ?What If! Innovation, a global consulting firm that works with Fortune 500 companies to use an experimentation-based approach to achieving growth.

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

A "detective story" that delivers key insights for any businessperson asking the questions: who really are our customers, why do 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, 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 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 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 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 way of thinking about how to understand your customers' secret lives provides an innovative path for solving whatever market mysteries you face.

Demand-Side Sales 101

Four Futures

Stop Selling and Help Your Customers Make Progress

Applying Service Design Thinking in the Real World

A Novel

Practical Techniques for Improving Your Application of Jobs-To-be-Done

A Memoir

The Story of Innovation and Customer Choice

More than a decade ago, Clayton Christensen's breakthrough book The Innovator's Dilemma illustrated how disruptive innovations drive industry transformation and market creation. Christensen's research demonstrated how growth-seeking incumbents must develop the capability to deflect disruptive attacks and seize disruptive opportunities. In The Innovator's Guide to Growth, Scott Anthony, Mark Johnson, Joseph Sinfield, and Elizabeth Altman take the subject to the next level: implementation. The authors explain how to create this crucial capability for unlocking disruption's transformational power. With a foreword by Christensen, this book provides a set of market-proven tools and approaches to innovation that have been honed through fieldwork with innovative companies like Procter & Gamble, Johnson & Johnson, Pepsi, Intel, Motorola, SAP, and Cisco Systems. The book shows you how to: Follow a market-proven process -- so your company can reliably create blockbuster

businesses Create structures, systems, and metrics -- so the disruptive innovations that will power your firm's future growth receive the funding and personnel needed to succeed Create a common language of disruptive innovation -- so managers can reach consensus around counterintuitive courses of action Incisive and practical, this book helps your company take the steps necessary to benefit from disruption -- instead of being eclipsed by it.

As featured on The Joe Rogan Experience

A journalist's twenty-year obsession with the Manson murders leads to shocking new conspiracy theories about the FBI's involvement in this fascinating re-evaluation of one of the most infamous cases in American history. Twenty years ago, reporting for a routine magazine piece about the infamous Manson murders, journalist Tom O'Neill didn't expect to find anything new. But the discovery of horrifying new evidence kick-started an obsession and his life's work. What had he unearthed and what did it mean: why was there surveillance by intelligence agents? Why did the police make these particular mistakes and why did Tom's greatest ally in this fight turn into his biggest foe? Chaos is an explosive read that will shock, grip and change our understanding of a case that has haunted the world for over fifty years.

'Riveting ... Sensational revelations ... True crime fans will be enthralled.'

PUBLISHERS WEEKLY '[Full of] scandalous findings ... to me it seems only too plausible. O'Neill's intricately sinister 'secret history' often sounds incredible; that doesn't mean that it's not all true.' *OBSERVER 'Tantalizing ... Founded on prodigious research ... O'Neill's 20-year investigation reads like a thriller.'* *LOS ANGELES TIMES*

For a lot of us, selling feels icky. Our stomachs tighten at the thought of reciting features and benefits, or pressuring customers into purchasing. It's really not our fault. We weren't taught how to sell, plus we've been sold before, leaving us with a bitter taste. Here's the truth: sales does not have to feel icky for you or your customers. In fact, with the right approach, sales can be an empowering experience for all. Bob Moesta, lifelong innovator and coarchitect of the "Jobs to be Done" theory, shares his approach for flipping the lens on sales. Bob shifts the focus of sales from selling, to helping people buy and make

progress in their lives—demand-side sales. ? Now, in *Demand-Side Sales 101*, you'll learn to really see what your customers see, hear what they hear, and understand what they mean. You'll not only be a more effective and innovative salesperson—you'll want to help people make progress. The city was in the same place. But was it the same city? Alice stands outside her family's 1950s red brick veneer, unsure if she should approach. It has been sixteen years, but it's clear she is out of options. Lydia opens the door to a familiar stranger - thirty-nine, tall, bony, pale. She knows her sister immediately. But something isn't right. Meanwhile her son, George, is upstairs, still refusing to speak, and lost in a virtual world of his own design. Nothing is as it was, and while the sisters' resentments flare, it seems that the city too is agitated. People wake up to streets that have rearranged themselves, in houses that have moved to different parts of town. Tensions rise and the authorities have no answers. The internet becomes alight with conspiracy theories. As the world lurches around them, Alice's secret will be revealed, and the ground at their feet will no longer be so firm. A spectacular debut novel from one of Australia's most exciting new writers. Winner of the Victorian Premier's Unpublished Manuscript Award, *Hovering* crosses genres, literary styles and conventions to create a powerful and kaleidoscopic story about three people struggling to find connection in a chaotic and impermanent world.

The Value Mix

Life After Capitalism

A Complete Guide to Creating Value Through Journeys, Blueprints, and Diagrams

The Perfect Storm: A True Story of Men Against the Sea

The History and Future of Mind-Expanding Technology

The Truth Behind the Manson Murders

Bridgerton

Service Innovation: How to Go from Customer Needs to Breakthrough Services

In a highly engaging style, Rheingold tells the story of what he calls the patriarchs, pioneers, and infonauts of the computer, focusing in particular on such pioneers as J. C. R. Licklider, Doug Engelbart, Bob Taylor, and Alan Kay. The digital revolution did not begin with the teenage millionaires of Silicon Valley, claims Howard Rheingold, but with such early intellectual giants as Charles Babbage, George Boole, and John von Neumann. In a highly engaging style, Rheingold tells the story of what he calls the patriarchs, pioneers, and infonauts of the computer, focusing in particular on such

pioneers as J. C. R. Licklider, Doug Engelbart, Bob Taylor, and Alan Kay. Taking the reader step by step from nineteenth-century mathematics to contemporary computing, he introduces a fascinating collection of eccentrics, mavericks, geniuses, and visionaries. The book was originally published in 1985, and Rheingold's attempt to envision computing in the 1990s turns out to have been remarkably prescient. This edition contains an afterword, in which Rheingold interviews some of the pioneers discussed in the book. As an exercise in what he calls "retrospective futurism," Rheingold also looks back at how he looked forward.

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.

A love letter to the verbal artistry of hip-hop, *What's Good* is a work of passionate lyrical analysis.

In a hierarchy, every employee rises to the level of their own incompetence. This simple maxim, defined by this classic book over 40 years ago, has become a beacon of truth in the world of work. From the civil service to multinational companies to hospital management, it explains why things constantly go wrong: promotion up a hierarchy inevitably leads to over-promotion and incompetence. Through barbed anecdotes and wry humour the authors define the problem and show how anyone, whether at the top or bottom of the career ladder, can avoid its pitfalls. Or, indeed, avoid promotion entirely!

Choosing College

Optimizing the User Experience

Theory to Practice

Create Meaningful Products and Services for Your Audience

Competing Against Luck

How to Set Direction While Embracing Uncertainty

How to Make Better Learning Decisions Throughout Your Life

Hovering

This book represents the work of some of the contemporary world leaders in marketing. The contributors are authors of a set of path-breaking books on marketing. To ensure sufficient depth of coverage, the contributors have taken the essence of their earlier books and combined it with their latest understanding and cases. This has served to enhance the content and put it in the readers' current context. It is common knowledge that keeping pace with the growing application of marketing requires a novel approach. With new ideas and nuances being discovered every day, it has become a real challenge for marketers and students of marketing to keep up to date on important contemporary marketing concepts. Given its unique approach and thoughtful curation, this book presents readers with diversity of perspectives along with a unique depth of thinking. Capitalism is going to end Peter Frase argues that increasing automation and a growing scarcity of resources, thanks to climate change, will bring it all tumbling down. In *Four Futures*, Frase imagines how this post-capitalist world might look, deploying the tools of both social science and speculative fiction to explore what communism, rentism, socialism and exterminism might actually entail. Could the current rise of real-life robocops usher in a world that resembles *Ender's Game*? And sure, communism will bring an end to material scarcities and inequalities of wealth—but there's no guarantee that social hierarchies, governed by an economy of "likes," wouldn't rise to take their place. A

whirlwind tour through science fiction, social theory and the new technologies already shaping our lives, *Four Futures* is a balance sheet of the socialisms we may reach if a resurgent Left is successful, and the barbarisms we may be consigned to if those movements fail.

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

'I'm a HUGE fan of Alison Green's "Ask a Manager" column. This book is even better' Robert Sutton, author of *The No Asshole Rule* and *The Asshole Survival Guide* 'Ask A Manager is the book I wish I'd had in my desk drawer when I was starting out (or even, let's be honest, fifteen years in)' - Sarah Knight, New York Times bestselling author of *The Life-Changing Magic of Not Giving a F*ck* A witty, practical guide to navigating 200 difficult professional conversations Ten years as a workplace advice columnist has taught Alison Green that people avoid awkward conversations in the office because they don't know what to say. Thankfully, Alison does. In this incredibly helpful book, she takes on the tough discussions you may need to have during your career. You'll learn what to say when: - colleagues push their work on you - then take credit for it - you accidentally trash-talk someone in an email and hit 'reply all' - you're being micromanaged - or not being managed at all - your boss seems unhappy with your work - you got too drunk at the Christmas party With sharp, sage advice and candid letters from real-life readers, *Ask a Manager* will help you successfully navigate the stormy seas of office life.

Tools and Techniques to Become an Outstanding Product Manager

Tools for Thought

This Is Service Design Doing
Putting Disruptive Innovation to Work
50+ Techniques for Predictable and Sustainable Organic Growth
What You Do Is Who You Are: How to Create Your Business Culture
Jobs to Be Done
Romancing Mister Bridgerton

Chart topping-and headline-making-rap artist Eminem shares his private reflections, drawings, handwritten lyrics, and photographs in his New York Times bestseller *The Way I Am*. Fiercely intelligent, relentlessly provocative, and prodigiously gifted, Eminem is known as much for his enigmatic persona as for being the fastest-selling rap artist and the first rapper to ever win an Oscar. Everyone wants to know what Eminem is really like-after the curtains go down. In *The Way I Am*, Eminem writes candidly, about how he sees the world. About family and friends; about hip-hop and rap battles and his searing rhymes; about the conflicts and challenges that have made him who he is today. Illustrated with more than 200 full-color and black-and-white photographs-including family snapshots and personal Polaroids, it is a visual self-portrait that spans the rapper's entire life and career, from his early childhood in Missouri to the basement home studio he records in today, from Detroit's famous Hip Hop Shop to sold-out arenas around the globe. Readers who have wondered at Em's intricate, eye-opening rhyme patterns can also see, first-hand, the way his mind works in dozens of reproductions of his original lyric sheets, written in pen, on hotel stationary, on whatever scrap of paper was at hand. These lyric sheets, published for the first time here, show uncut genius at work. Taking readers deep inside his creative process, Eminem reckons with the way that chaos and controversy have fueled his music and helped to give birth to some of his most famous songs (including "Stan," "Without Me," and "Lose Yourself"). Providing a personal tour of Eminem's creative process, *The Way I Am* has been hailed as "fascinating," "compelling," and "candid."

A tale of deep bonds to family, place, language--and of hard-won selfhood--told by a singular, incandescent voice.

THE STATUE IN THE STONE is a complete treatise on Jobs-to-be-Done philosophy. While many have contributed to the ideology, the founding fathers are (in alphabetical order): Lance Bettencourt, Clayton Christensen, Theodore Levitt, and Anthony Ulwick. Clayton Christensen taught that "A customer "hires" a product to accomplish a job." The customer's job is a goal, objective, or problem to be solved. Built upon this basic truth, jobs-to-be-done philosophy is the most powerful framework ever created to understand customer motivation. It turns out that customers do not care about brands, companies, products or technologies. However, they will reliably gravitate to the product that helps them to get their job done the best. This understanding will help marketers, innovators, business leaders, product managers and practitioners of all sorts to boldly create customer value. Though many are familiar with the phrase "jobs-to-be-done" (JTBD), few have significant experience in applying it to real markets. Even fewer have worked in enough diverse industries to understand the principles at play. This book presents the theories along with practical frameworks to apply jobs-thinking into any market. It's a complete resource, with all the "job-to-be-done" secrets that only the most experienced practitioners could know.

In an age of unlimited data and research, why do more than 50 percent of new products fail to meet expectations? It boils down to a lack of customer insight. The revolutionary theory behind Jobs to Be Done argues that people purchase products and services to solve a specific problem or fulfill a distinct need. For example, people don't shovel down Rocky Road and Buttered Pecan ice cream because they want nuts, marshmallows, and gobs of frozen goodness, but because they feel the need to celebrate, indulge, or bond with friends and family. But how can this simple concept be best utilized for your company's success? This groundbreaking book, with its Jobs Roadmap, is intended to remake how companies approach their market. Successful innovation doesn't begin with a brainstorming session--it starts with the customer. Learn how to put that into practice by discovering how to:

- Gather valuable customer insights
- Turn those insights into new product ideas
- Test and iterate until you find

success Don't miss out on what Foreword Reviews described as "highly organized and expertly crafted. . . . Company leaders looking for ways to institutionalize innovation are sure to find it here." To maximize your company's success, begin with the customer!

The Innovator's Toolkit

The Secret Lives of Customers

Designing Web Navigation

When Coffee and Kale Compete

The Innovator's Guide to Growth

Decoding Customer Motivation with the 48 Laws of Jobs-to-be-Done Philosophy

Why Things Always Go Wrong

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 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.

A SUNDAY TIMES TOP TEN BESTSELLER 'Stunning' Lisa Taddeo, author of THREE WOMEN 'Warm and wise' Stephanie Merritt, Observer 'Glamorous, sexy, compelling' Dolly Alderton, Sunday Times 'I fell in love with Vivian from page one' Daisy Buchanan 'An education in love, and an iridescent delight' Rowan Pelling, Spectator Nineteen-year-old Vivian Morris arrives in New York City in the summer of 1940 with nothing but a sewing machine and a heretofore unindulged taste for adventure. Finding employment as seamstress at the Lily Playhouse, a charmingly down-at-heel Manhattan revue, Vivian quickly becomes the toast of the showgirls, transforming the tat only fit for the cheap seats into creations for goddesses.

Adventure and opportunity blossom on every corner of this strange wartime city of girls, and Vivian and her girlfriends mean to down New York to its last drop. But there are hard lessons to be learned, and bitterly regrettable mistakes to be made. Vivian learns that to live the life she wants, she must live many lives, ceaselessly and ingeniously making them new.

Cut through the noise and make better college and career choices This book is about addressing the college-choosing problem. The rankings, metrics, analytics, college visits, and advice that we use today to help us make these decisions are out of step with the progress individual students are trying to make. They don't give students and families the information and context they need to make such a high-stakes decision about whether and where to get an education.

Choosing College strips away the noise to help you understand why you're going to school. What's driving you? What are you trying to accomplish? Once you know why, the book will help you make better choices. The research in this book illustrates that choosing a school is complicated. By constructing more than 200 mini-documentaries of how students chose different postsecondary educational experiences, the authors explore the motivations for how and why people make the decisions that they do at a much deeper, causal level. By the end, you'll know why you're going and what you're really chasing. The book: Identifies the five different Jobs for which students hire postsecondary education Allows you to see your true options for what's next Offers guidance for how to successfully choose your pathway Illuminates how colleges and entrepreneurs can build better experiences for each Job The authors help readers understand not what job students want out of college, but what "Job" students are hiring college to do for them.