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in the IoT Economy

LINOA BERNARDI, SANJAY SARMA, AND KENNETH TRAUB

MIT Press Ltd, United States, 2017. Hardback. Condition: New. Language: English. Brand New Book. Why companies need to move away from a product first orientation to pursuing innovation based on customer need. In the past, companies found success with a product-first orientation; they made a thing that did a thing. The Inversion Factor explains why the companies of today and tomorrow will have to abandon the product-first orientation. Rather than asking How do the products we make meet customer needs?...

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- Authored by Linda Bernardi, Sanjay Sarma, Kenneth Traub
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