



Competing Against Luck: The Story of Innovation and Customer Choice (Paperback)

By Clayton Christensen

HarperCollins Publishers Inc, United States, 2016. Paperback. Condition: New. International ed.. Language: English . Brand New Book. 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,...



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-- Dr. Celestino Spinka III