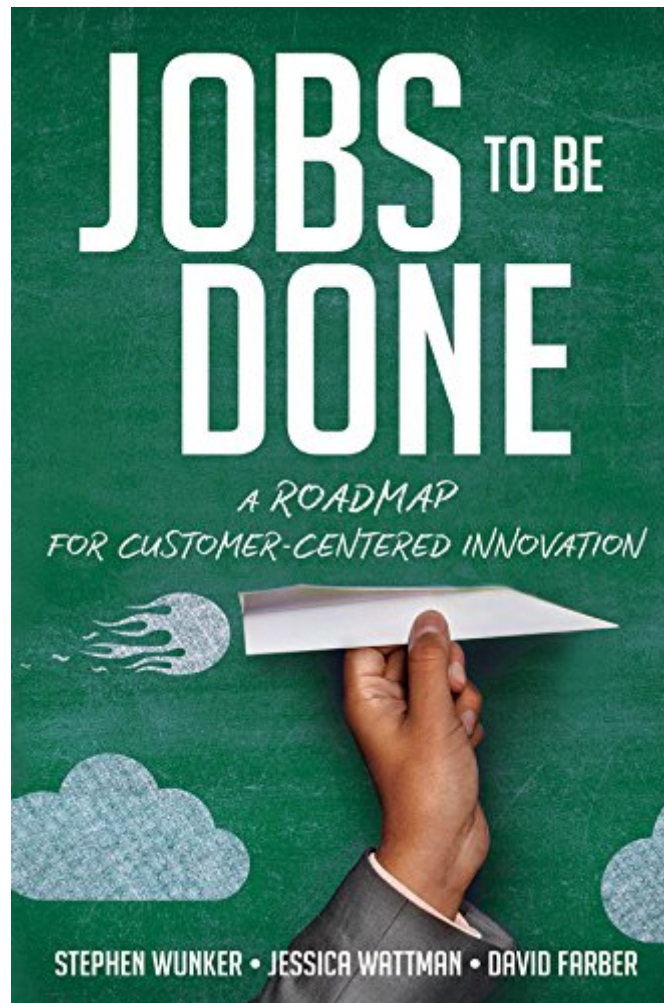


The book was found

# Jobs To Be Done: A Roadmap For Customer-Centered Innovation



## Synopsis

Successful innovation doesn't begin with a brainstorming session—it starts with the customer. So in an age of unlimited data, why do more than 50% of new products fail to meet expectations? The truth is that we need to stop asking customers what they want . . . and start examining what they need. First popularized by Clayton Christensen, the Jobs to be Done theory argues that people purchase products and services to solve a specific problem. They're not buying ice cream, for example, but celebration, bonding, and indulgence. The concept is so simple (and can remake how companies approach their markets) and yet many have lacked a way to put it into practice. This book answers that need. Its groundbreaking Jobs Roadmap guides you through the innovation process, revealing how to: Gather valuable customer insights Turn those insights into new product ideas Test and iterate until you find success Follow the steps in Jobs to Be Done, and you'll arrive at solutions that are both original and profitable.

## Book Information

Print Length: 224 pages

Publisher: AMACOM (November 15, 2016)

Publication Date: October 31, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01HJ35YNI

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #87,213 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #19 in Books > Business & Money > Processes & Infrastructure > Research & Development #40 in Kindle Store > Kindle eBooks > Business & Money > Education & Reference > Education #278 in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Management

[Download to continue reading...](#)

Jobs to Be Done: A Roadmap for Customer-Centered Innovation The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation Jobs Rated Almanac: The Best and Worst Jobs - 250 in All - Ranked by More Than a Dozen Vital

Factors Including Salary, Stress, Benefits, and More (Jobs Rated Almanac, 6th Ed, 2002) FBA: The Mastermind Roadmap to Discovering Lucrative Private Label Products that Sell on FBA (Mastermind Roadmap to Selling on with FBA Book 1) Teaching Student-Centered Mathematics: Developmentally Appropriate Instruction for Grades 3-5 (Volume II) (2nd Edition) (Teaching Student-Centered Mathematics Series) Palliative Care: A Patient-Centered Approach (Patient-Centered Care) Teaching Student-Centered Mathematics: Developmentally Appropriate Instruction for Grades Pre-K-2 (Volume I) (2nd Edition) (Teaching Student-Centered Mathematics Series) Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know Customer Service: Career Success Through Customer Loyalty (6th Edition) Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level Pharaohs and Foot Soldiers: One Hundred Ancient Egyptian Jobs You Might Have Desired or Dreaded (Jobs in History) Archers, Alchemists: and 98 Other Medieval Jobs You Might Have Loved or Loathed (Jobs in History) Jobs for English Majors & Other (3rd ed) (Jobs for English Majors and Other Smart People) Great Jobs for Chemistry Majors, Second ed. (Great Jobs For... Series) Horrible Jobs of the Renaissance (History's Most Horrible Jobs) Competing Against Luck: The Story of Innovation and Customer Choice Trend-Driven Innovation: Beat Accelerating Customer Expectations The Innovation Expedition: A Visual Toolkit to Start Innovation

[Dmca](#)