

[Free and download] Who Do You Want Your Customers to Become?

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Michael Schrage

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Michael Schrage : Who Do You Want Your Customers to Become? before purchasing it in order to gauge whether or not it would be worth my time, and all praised Who Do You Want Your Customers to Become?:

1 of 1 people found the following review helpful. A powerful notion
By Tim O'Reilly
Great innovators, Schrage argues, don't just conceive new products, they reconceive the customers for those products. Think for a moment about how Henry Ford didn't just create cars - he had to create a whole new vision of society in order to create customers for those cars. Edison didn't just invent the lightbulb and the phonograph, he invented people who came to rely on those things, and everything else that electricity now lets us take for granted. We're in the middle of one of these great transitions in who we are, and what society will become, driven first by the internet, and now the smartphone. Our always-on culture turns us into a different kind of people. Google, Apple, all are great companies because they change our expectations about what is possible and how we live. It's easy to see what Schrage calls "the Ask" in big technological transformations like these. But he makes a convincing case that this is a question that every business needs to be asking. If you aren't asking your customer to be someone different, it's likely that your business and your

products aren't very differentiated either. 0 of 0 people found the following review helpful. Excellent read for seeing customer centric innovations in another light. By Subash I usually don't provide five stars to any books unless they impress and impact me so well. This is one such rare book. I should remind about the proverb "when the student is ready, teacher will arrive" to somewhat justify why I feel so. I would say I have spent some time trying to read about marketing, sales, operations and execution as I come from a pure technical background. This book opens up that knowledge in a different light altogether. This book is not just for business savvy. It is useful even to everyday life. Everyday interactions with spouses, kids, friends, colleagues etc. In my perspective, everyone is your customer for something or the other. When you know what you want your customers to become, you will communicate your intentions in the right way. 3 of 3 people found the following review helpful. An invaluable insight. By Tim Kastelle The central idea in this book forces a very useful rethink about how we approach business. Schrage contends that any time we offer something new to people (a product, service or idea) - we are asking them to change. Inevitably, people change as they interact with ideas and things - they learn, grow and adapt. Consequently, thinking about how you are asking them to change is a critical step in getting your ideas to spread. Schrage lays out how and why these changes occur, with plenty of great examples. He outlines how this can be both good and bad, and makes a case for asking people to grow and improve in order to build sustainable success. And he has some good ideas for how to do this. The primary goal of the book is to change how we think and act when we have great new ideas. Schrage says that his Ask is this: "I want my readers to become innovators and entrepreneurs who always recognize and empathize with the aspirations and constraints of their customers. That means they should see their customers and clients as people who are looking to expand the boundaries of who they are and what they can do but respect the limitations on their time and their talents." If that's what you would like to become, then this is a must-read book.

Who do you want your customers to become? According to MIT innovation expert and thought leader Michael Schrage, if you aren't asking this question, your strategic marketing and innovation efforts will fail. In this latest HBR Single, Schrage provides a powerful new lens for getting more value out of innovation investment. He argues that asking customers to do something different doesn't go far enough - serious marketers and innovators must ask them to become something different instead. Even more, you must invest in their capabilities and competencies to help them become better customers. Schrage's primary insight is that innovation is an investment in your client, not just a transaction with them. To truly innovate today, designing new products or features or services won't get you there. Only by designing new customers - thinking of their future state, being the conduit to their evolution - will you transform your business. Schrage explains how the above question (what he calls "The Ask") will incite you and your team to imagine and design ideal customer outcomes as the way to drive your business's future. The Single is organized around six key insights and includes practical exercises to help you apply the question to your current situation. Schrage also includes examples from well-known companies - Google, Facebook, Disney, Starbucks, Apple, IKEA, Dyson, Ryanair, and others - to illustrate just what is possible when you apply "The Ask." Marketing executives, brand managers, strategic innovators, and entrepreneurs alike should understand how successful innovation rebrands the client and not the product. A requisite question for its time, *Who Do You Want Your Customers To Become* will liberate you and your team from "innovation myopia" - and turn your innovation efforts on their head. HBR Singles provide brief yet potent business ideas, in digital form, for today's thinking professional.