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is the crux of innovation is wrong
customers don t buy products or services
they hire them to do a job'

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panies have good innovation processes but
the fundamental problem is that the hordes
of data we'

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argues understanding customer jobs does
the jobs to be done approach can be seen
in some of the world s most respected
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written with toddy hall karen dillon and

david duncan christensen asserts that the

foundation of his and his collaborators

thinking is the theory of jobs to be done

which focuses on deeply understanding your

customers begin italics struggle for

progress end italics and then creating the

right solution and attendant set of

experiences to ensure you solve your

customers jobs well every time' *'peting against luck the story of innovation and April 26th, 2020 - what you ll learn in their new book peting against luck the story of innovation and customer choice is that customers are really interested in progress not products the following article to explain this concept is an adaptation from chapter 2 progress not products'*

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