



Jobs to Be Done: A Roadmap for Customer-Centered Innovation

Stephen Wunker, Jessica Wattman, David Farber

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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.

Advance Praise for *Jobs to be Done*:

"As companies struggle to predict whether people will choose one product over another, *Jobs to be Done* gives a clear method for understanding what will make goods stand out. The steps it provides will help maximize the likelihood that your product will succeed." -- **Jennifer Saenz, Chief Marketing Officer, Frito-Lay**

"*Jobs to be Done* takes what has become an essential theory for gauging customer needs and turns it into a structured approach to innovation based on what really drives behavior. It provides a coherent and highly actionable set of tools that you can put to use right away." -- **Vijay Govindarajan, Coxe Distinguished Professor, Dartmouth College, Tuck School of Business**

"The Jobs methodology is core to how Nestlé approaches the front end of innovation. This book brings innovation to the next level, offering extremely practical steps to create opportunity in both established and new markets." -- **Doug Munk, Director, Innovation and Strategy, Nestlé USA**

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