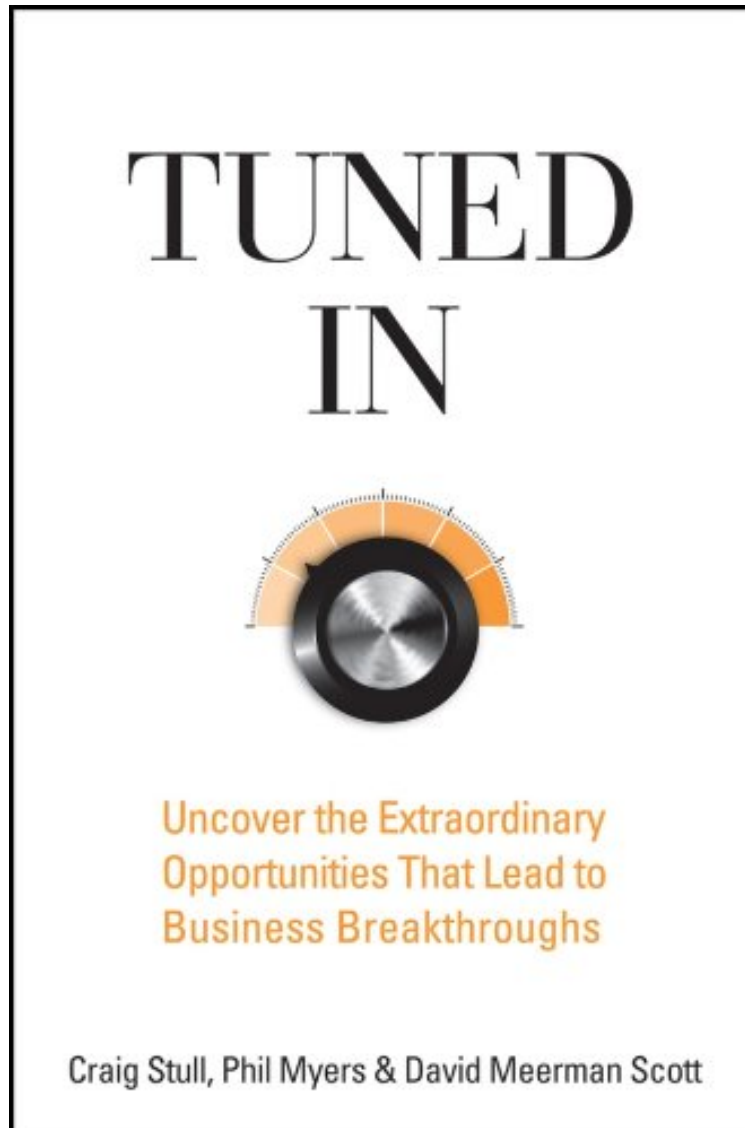


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Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs

Craig Stull, Phil Myers, David Meerman Scott
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Craig Stull, Phil Myers, David Meerman Scott : Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs before purchasing it in order to gage whether or not it would be worth my time, and all praised Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs:

1 of 1 people found the following review helpful. Great book evangelizing a Market-Driven ApproachBy G. HunterThis is one of my go-to books to help executives understand the value of being market driven. With the core concepts from Pragmatic Marketing, shared in an easy to read way, and great examples of businesses succeeding by

applying these concepts, Tuned In is a clear favorite of mine. 1 of 1 people found the following review helpful. Good examples on why do you need to use "Outside-In" approach
By Andrew Yaroshevsky I enjoyed reading this book mostly due to interesting examples. Business stories about Disneyland, Nalgene bottles, BlackBerry, Apple (although I'd argue on this one), fascinating story about Zipcar, Cold Stone Ice cream, U.S. Navy, LG electronics and their Internet-enabled refrigerator (a total failure), Boeing and Airbus, story on U.S. presidential election approach to segment buyers (voters), and a lot of smaller stories like two house architects with different strategies. The only thing I missed is having more international examples as opposed to more local to U.S., since some of those I heard were for the first time while it seemed like writer assumed all readers "know what he is talking about". I especially liked few chapters about Distinctive Competence, Buyer persona, Acid test - the book gives a good clue on these topics. This book generally encourages you to listen to your buyer and the market and with those great examples shows you why this is such important thing. On the other hand it says very little on how to accomplish this (this is left to seminars and trainings I guess). Therefore I give 4 out of 5 stars. Totaling, this is one of those books that make me look at some stuff in my life differently: things like TV ad and board advertisement on the street, customer service, products and services around, questions I am being asked when I seek for solutions. I recommend this to entrepreneurs and managers who are in charge of building a product strategy.
0 of 0 people found the following review helpful. A must read for all PRODUCT MANAGEMENT professionals
By tommie This is a pretty simple and quick read book even during your vacations. I completed this book during my Christmas vacation and felt more recharged. This book mentions clearly how one should listen to the customers on what the market demands instead of being in your own magical world of technology. It also shows clearly how the senior management executives are totally disconnected or tuned-out with what the market demands. One of the core reason why they believe it that way is that they often hear about only a blocking or a competitive big deal. I would not really take the iPod example as the most tuned-in sample as I consider the iPod was more of cool product which was built on innovation by Steve Jobs and not precise to the customer looking. Most of the other examples are pretty great across various verticals. I would have loved to see examples from 3M, Microsoft, Hewlett-Packard and also some field surveys along with financial results to back up some of the examples. Also it would have been nice to create a detailed questionnaire to be asked within every company to know how tuned-out companies they are. (The generic question on page 27 is good).

If you market a product, service, or idea in any business, industry or organization, you must read Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs, a guide to understanding and meeting the needs of consumers, whether or not they make those needs clear. An easy-to-follow six-step process developed over the past 15 years can help you address unsolved problems, recognize buyer personas, quantify impact and create breakthrough experiences. Stop wasting time by guessing what your market needs and start understanding consumer desire.