



Shift: Innovation That Disrupts Markets, Topples Giants, and Makes You #1 (Paperback)

By Jagan Nemani

Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Innovative organizations know that the mantra build it, they will come now needs to be build solutions to solve customer pain points. But how can you stand out when only the companies that deliver best-in-class customer experience will win? Based on five plus years of cutting-edge research, Shift: Innovation That Disrupts Markets, Topples Giants, and Makes You #1 offers a nine-factor customer experience framework with which to more easily understand the needs of your target segment and focus efforts on delivering that best-in-class customer experience. With over 30 industry-specific examples, Shift will not only teach you a proven formula for achieving customer experience driven-innovation, but also empower you to bring about disruption, topple the giants in your space, and increase your chances of becoming #1: the market leader. Advance Praise for Shift Small moves smartly made can lead to major market disruptions to the leading incumbents. Read this insightful book to discover how easy this might just be, once you master their framework. I know many startups as well as established players that will wish they had been able to read this book...



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