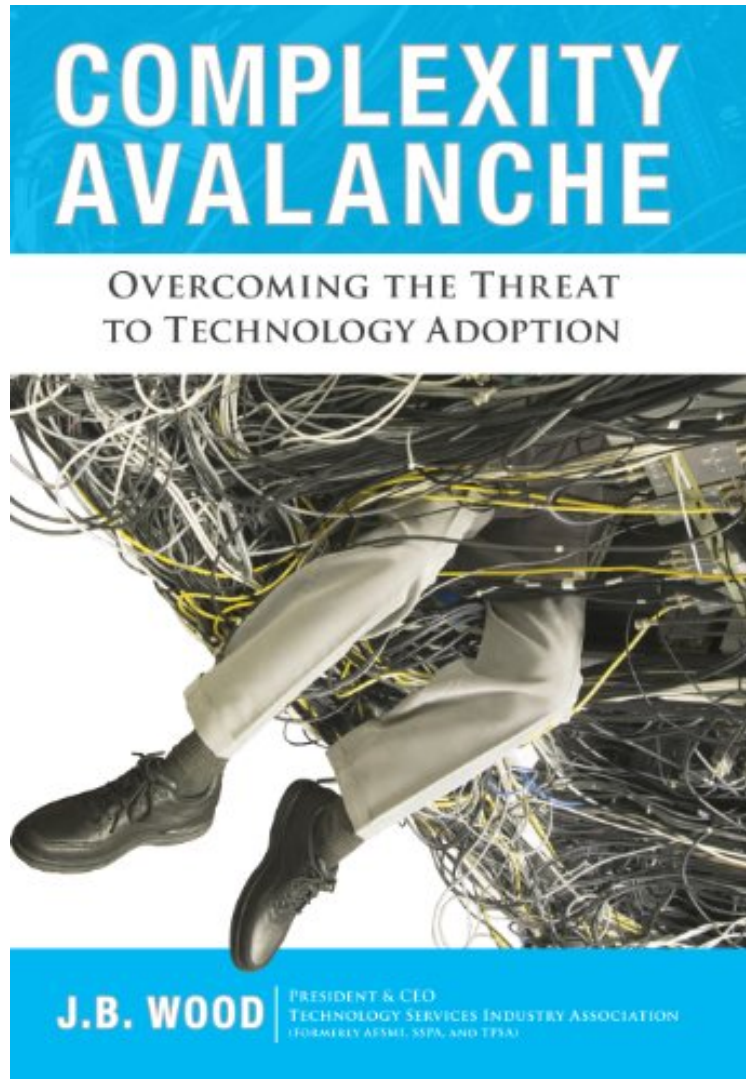


# Complexity Avalanche: Overcoming the Threat to Technology Adoption

*J. B. Wood*

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**J. B. Wood : Complexity Avalanche: Overcoming the Threat to Technology Adoption** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Complexity Avalanche: Overcoming the Threat to Technology Adoption:

0 of 0 people found the following review helpful. Food for Thought By E. Parker Wood did a general good job of getting his point across about a consumption gap around technology and thought behind solving it. Not all of his concepts are ground breaking as they can be seen as variations of past theory. For example, marginal utility in economics could be seen as a long standing theory behind what Wood presents at the consumption gap. His

presentation of Days to Repurchase (DTR) was a good reminder, but not new. There were a couple of gaps like Service Science. I had to go elsewhere to find a more detailed explanation around current thoughts of this topic. All in all, Wood put up a pretty good offering that is definitely worth a read. Just know that you will come across a couple of topics that he does not fully flesh out. 1 of 1 people found the following review helpful. Hitting on all cylinders By K. Schneider Wood's assessment of the gap between what technical functionality we can provide users with, and what they can actually use, is an accurate starting point and foundation for the entire book. The corporate focus of high tech companies must shift to provide appropriate value-add services that enable people to get the most out of the technology delivered. The book is a comprehensive look at the problem and the solution, with supporting real-world scenarios and data to support his assertions. 0 of 0 people found the following review helpful. Wow, the world is complex and you can make \$ by simplifying it ... duh By the ghost Not much here ... the world is complex and you need it simplified. Why don't we just go interview people in nursing homes who still don't use computers and think the TV is the next big thing? Silly book and the fact that Cisco Management thinks this is key tells you that we're in trouble.

Most customers struggle to keep up, and usually settle for far less value than they could (and should) get from their technology purchases. Unfortunately, most tech companies today lack an effective plan for driving customer success. A new business model for the tech industry is needed, one that requires radically different thinking about the future of services, sales, RD priorities, and how companies create shareholder value. This new way of doing business views the use of the product as the beginning of a journey with a customer, not the end. In *Complexity Avalanche*, J.B. Wood offers an innovative new approach for companies in IT, consumer electronics, office products, medical technology, and other complex technology markets to better map their services portfolio to their customers' true need: getting value from the product. The growing consumption gap caused by the avalanche of complexity that these companies have unleashed on their customers is undermining feature-based differentiation as a competitive advantage. Results-based differentiation, actually measured by customers' may be the next "Big Thing" in tech. Developing an innovative service approach to the problem will not only be a good standalone business for tech companies, but it could also drive more frequent and larger product repurchases along with a host of other financial benefits. *Complexity Avalanche* offers technology companies a roadmap for moving to this next level of services. It examines the implications on company-wide organizational structure, product development, and the fundamental nature of the customer relationship. Most importantly, *Complexity Avalanche* defines what "The Rise of Services" will mean to tech company offerings and sources of profit in the future. This is not a book strictly for service executives. This is a book for every executive whose company builds, sells, or supports technology.

**About the Author** J. B. Wood is president and CEO of the Technology Services Industry Association (TSIA). Wood is a co-founder, along with IBM and Oracle, of the Service Research Innovation Institute (SRII). He is a frequent speaker at key industry events and has been quoted in *Fortune*, *BusinessWeek*, the *New York Times*, *CNET*, *Computerworld*, and *CRM Magazine*, among others. Wood also co-founded *InsightExpress*, which pioneered use of the Internet in market research applications, and was president and CEO of *Prognostics*, one of the largest customer research and consulting companies in the IT industry.