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**BusinessNews Publishing : Summary: The Change Function: Review and Analysis of Coburn's Book** before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: The Change Function: Review and Analysis of Coburn's Book:

The must-read summary of Pip Coburn's book: "The Change Function: Why Some Technologies Take Off and Others

Crash and Burn". This complete summary of the ideas from Pip Coburn's book "The Change Function" shows how launching new technology is a high-stake business: failure is expensive and success lucrative. Often failure or success is not predicated on the technology itself, but on whether its developers are supplier-centric or user-centric. In his book, the author suggests a new model for the research and development of new technology. Ask yourself what customers really dislike doing, and how you can change your current products to make them more painless. He uses case studies of failures and successes to demonstrate what they did wrong or right, and explains that there are 10 questions every developer should ask whilst in the research stage. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "The Change Function" and discover how you can achieve technological success with methodical strategies.