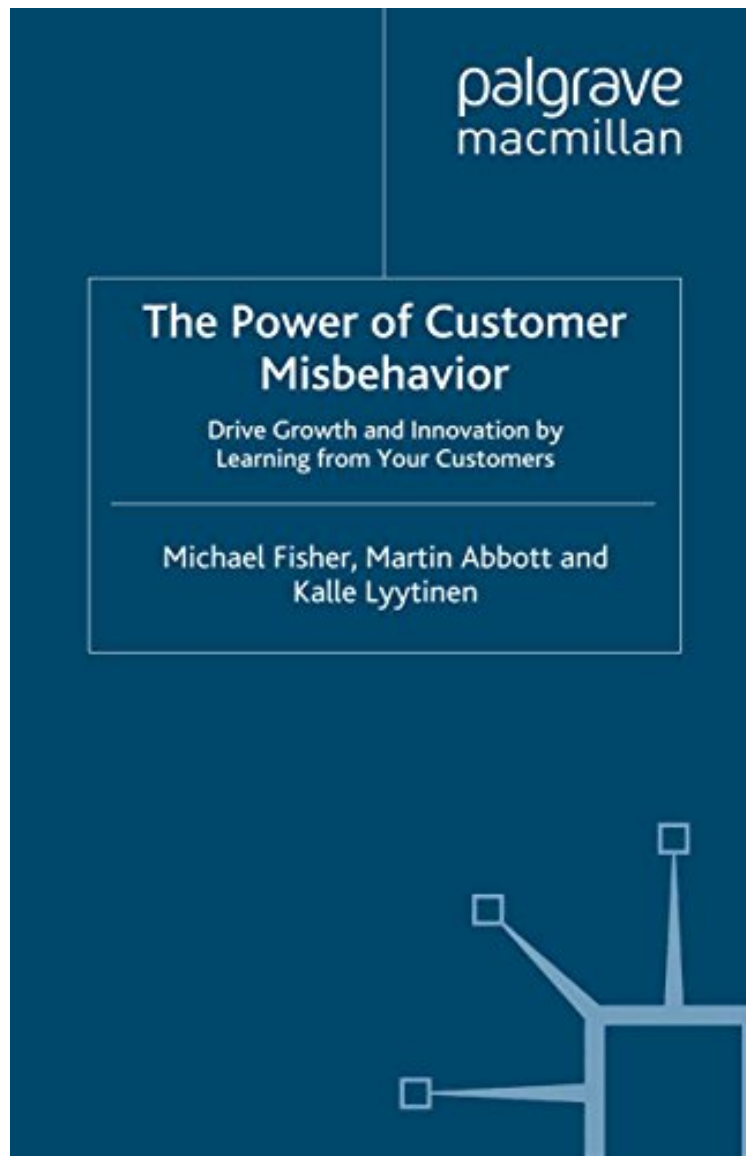


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The Power of Customer Misbehavior: Drive Growth and Innovation by Learning from Your Customers

M. Fisher, M. Abbott, Kalle Lyytinen
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M. Fisher, M. Abbott, Kalle Lyytinen : The Power of Customer Misbehavior: Drive Growth and Innovation by Learning from Your Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power of Customer Misbehavior: Drive Growth and Innovation by Learning from Your Customers:

2 of 2 people found the following review helpful. A Book That Teaches An Out Of The Box Approach To Product

DevelopmentBy Dave BThe Power of Customer Misbehavior is a third book by authors, consultants, executives, and technologists, Marty Abbott and Mike Fisher that brings a practical approach for taking products to market in their minimally viable and simple form to encourage customer misbehavior. Abbott and Fisher then go into exploring the drivers of misbehavior, which if harnessed and embraced appropriately by companies can lead to innovative enhancements to a product or expansion into new markets and ultimately viral growth. The book can be a big help for product managers, executives, and many others involved in developing products solve marketing and product problems in a non traditional way that is proven to lead to success. The authors use their own models, industry models, data, and real use cases to leave the reader with valuable tools and models that can be applied.2 of 2 people found the following review helpful. Engages the reader with stories and backs it up with data and models. Fun read.By Michael PaylorThe Power of Customer Misbehavior is a fascinating look into the process of product adoption by consumers and the role that misuse of a product plays in contributing to growth and ultimately its ability to "go viral". The authors do a great job of connecting the dots for the reader by way of in-depth examples and how their model applies to each case. This book uses examples that range from popular commerce sites to Tupperware and highlights the importance of viral growth for maintaining and growing market share. It helps that the authors actually participated first-hand in the viral growth of industry leading brands like eBay and can back their model up with real-life examples.It may seem obvious that "Social" features are big component of many products today but it's not always clear WHY that is the case and how to quantify the impact of it on your business. The Power of Customer Misbehavior helps product owners, executives and anyone ultimately responsible for product growth to understand strategies for engaging consumers to not only use your product but to actually help create and produce it with you.The book concludes with a summary of simple and straightforward suggestions on how to put their model into practice, measure the results and continue to keep an eye out for interesting trends that may one day result in entirely new product lines for your business.The Power of Customer Misbehavior is fun and educational and I highly recommend it.1 of 1 people found the following review helpful. This is a great book for anyone wishing to go viral with their ...By Stephan LiozuThis is a great book for anyone wishing to go viral with their digital ventures. The authors were already experts in making a digital business scalable. They now add the viral dimension of growth by letting customers experiment, explore, and misuse the intended features of a platform or a tool. This is a brilliant discovery supported by robust research. I strongly recommend it. A great read full of practical examples and tips.

To stay competitive, firms need to build great products but they also need to lend these products to the uses and misuses of their customers and learn extensively from them. This is the first book to explore the idea that allowing customers to adapt features in online products or services to suit their needs is the key to viral growth.

"Fisher, Abbott and Lyytinen have written a fascinating and engaging book on the new era of customer empowerment. Executives are now more challenged than ever to understand customer behavior and the drivers for market growth. This book offers key insights for executives who desire to embark on a journey of discovery with customers, as they innovate on behalf of customers to transform their organizations and industries." - Lynda Applegate, Sarofim-Rock Professor of Business Administration at Harvard -Business School "Finally, we have a book that breaks the mould by bringing the type of thinking on innovation that is most appropriate for today's information-intensive and networked world. The authors provide insight through illustration in a highly readable and compelling prose. It is a must-read for executives who want to their companies to compete and win." - Varun Grover, Distinguished Professor of Information Systems, Clemson University "While we can't depend on customers to tell us what to build, we can provide them with the tools necessary to use technology in new and unanticipated ways, and we can learn a great deal by observing their actual use. This book will show you how to enable and nurture the power of your customers to innovate." - Marty Cagan, Partner, Silicon Valley Product Group "If you ever thought that listening to your customers only served to increase customer satisfaction scores, think again. This book definitively argues that customers' misuse of products often has pronounced effects on the growth rates of product adoption and can lead to viral growth." - Doug Leone, General Partner at Sequoia Capital "A book grounded in both the realm of higher learning and the school of hard knocks; it provides a simple but powerful model for success in information-intensive ventures... It explains the success of some of the most spectacular successes of the past generation, and provides valuable guidance on how to do it and what to avoid." - John Leslie King, W.W. Professor of Information at University of Michigan

About the AuthorMichael T. Fisher is a co-founding partner in the growth and scalability advisory firm AKF Partners. He was the former Chief Technology Officer of Quigo (acquired by AOL) and served as Vice President of Engineering Architecture for PayPal. Michael received a PhD and MBA from Case Western Reserve University, an MS in Information Systems from Hawaii Pacific University and a BS in Computer Science from the United States Military Academy at West Point. Martin L. Abbott is a cofounding partner of the growth and scalability advisory firm AKF Partners. He was formerly the COO of Quigo and was the SVP of Technology/CTO at eBay. Martin has a Doctorate in Management from Case Western Reserve University, an MS in Computer Engineering from the University of Florida, a BS in Computer Science from the United States Military Academy and is a graduate of the Harvard Business

School's Executive Education Program. Kalle Lyytinen is the Iris S. Wolsstein Professor of Information Systems at Case Western Reserve University in Cleveland and the Director of CWRU's Doctorate and PhD in Management programs. Kalle currently serves on the editorial boards of several leading information systems journals and has been a consultant to several Fortune 500 companies including Nokia, IBM, and Daimler. He has also consulted several research organizations including National Science Foundation, the British Research Council and EU Directorate XII.