



Summary : The Change Function - Pip Coburn: Why Some Technologies Take Off and Others Crash and Burn

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Complete summary of Pip Coburn's book: "The Change Function: Why Some Technologies Take Off and Others Crash and Burn".

This summary of the ideas from Pip Coburn's book "The Change Function" shows how launching new technology is a high-stakes 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 winners 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 technology success with methodical strategies.

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