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In *Competing Against Luck: The Story of Innovation and Customer Choice*, Innosight's cofounder Clay Christensen and senior partner David Duncan and their coauthors offer a game-changing look at how companies can develop and market products and services that customers actually want and need.

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Competing Against Luck The Story

In *Competing Against Luck*, written with Toddy Hall, Karen Dillon, and David Duncan, Christensen asserts that "the foundation of [his and his collaborators'] thinking is the Theory of Jobs to Be Done, which focuses on deeply understanding your customers' [begin italics] struggle for progress [end italics] and then creating the right solution and attendant set of experiences to ensure you solve your customers' jobs well, every time.

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Competing Against Luck offers fresh thinking on how to get innovation right. Clayton Christensen and his coauthors offer a compelling take on how to truly understand customers by the progress they're seeking to make in their lives. Bravo! (Muhtar Kent, CEO of The Coca-Cola Company)

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