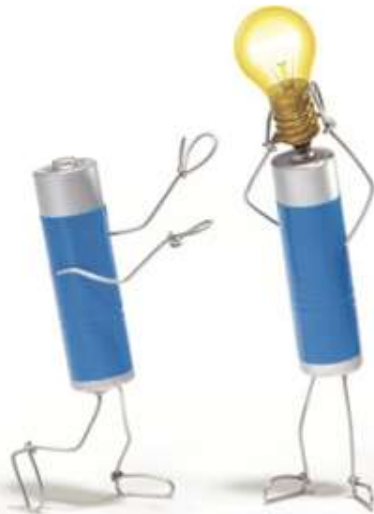


CUSTOMERS INCLUDED

How to transform products, companies,
and the world — with a single step



MARK HURST AND PHIL TERRY

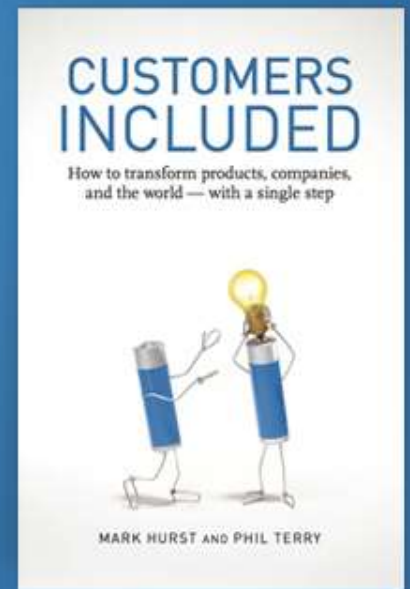
Phil Terry
Collaborative Gain



COLLABORATIVE GAIN

CUSTOMERS EXCLUDED

- How would you design a customers-excluded company?
- What policies, practices, product development methodologies, cultural values would you put in place?





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between and from the corpus with smoothing of [Search lots of books](#)



Kroft: I'm just kind of amazed that they're building this, what's gonna be a multi-billion dollar system for the Border Patrol, and nobody asked the Border Patrol what they needed or wanted, or what would be helpful . . . that's a pretty big mistake.

Borkowski: It's a huge mistake, it's a huge mistake.





**“...without their own
supply of clean drinking
water for months.”**



**“Communities had not
been consulted prior to
installation.”**

The very nature of innovation requires that
**we try new things
and take risks**



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his actions were
“disruptive.”

"Lucid, analytical—and scary."

—Dr. Andrew S. Grove
Chairman and CEO, Intel Corporation

Revised,
Updated,
and with a
New Chapter.

The Innovator's Dilemma

When
New Technologies
Cause Great Firms
to Fail

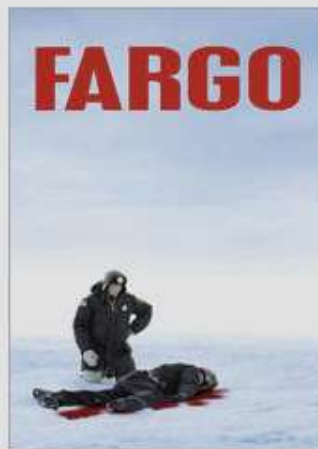
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**Arrogance based on
past success**

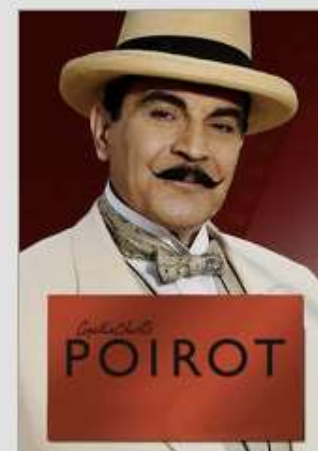
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“Customers said they loved clean aisles. Then they stopped shopping there.”







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