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No one wants to learn (any) theory - with "When Coffee and Kale Compete" not only will you want to learn Jobs to be Done theory, you will want to go and apply it to your own work! I had known about Jobs to be Done (JTBD) for a few years but

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There are different theories  
about Jobs to be Done, Alan  
Klement came with one of  
these theories, and in this  
book, he also compares other  
ideas as well, but since we  
haven't talked about other  
theorists and their ideas,  
We won't cover that part.

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I recently finished reading this book on JTBD / Customer Jobs theory written by Alan Klement titled " When coffee and kale compete " (available on Kindle Unlimited). If you are unfamiliar with the Jobs concept, the author takes the time to explain the need and context of why this theory is important in today's context.

Book Review: When coffee and kale compete by Alan Klement  
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Customers struggle when they try to make their life better but don't know how. We call this struggle a Job

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About When Coffee and Kale Compete - Medium

When Coffee and Kale Compete by Alan Klement will help you become better at creating and selling products that people will buy. Your joy at work will grow. You will know how to help companies increase profits, reduce waste, and remain competitive. In doing so, you will help economies prosper, and help provide stable jobs for employees and the families that depend on them.

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Kale Compete: Become great at making products people will buy by Alan Klement Paperback \$9.79. Available to ship in 1-2 days. Ships from and sold by Amazon.com. Competing Against Luck: The Story of Innovation and Customer Choice by Clayton M. Christensen Hardcover \$20.49.

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help companies increase profits, reduce waste, and remain competitive. In doing so, you will help economies prosper, and help provide stable jobs for employees and the families that depend on them.

When Coffee & Kale Compete -  
Free Internet Marketing  
Ebooks

Yesterday I announced the availability of When Coffee and Kale Compete for Kindle and paperback. It took a while, but there's a reason. Well, two reasons really. I Wanted to Release a Second Edition with Corrections (and updates to theory) "Time" is best the test.

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When I first released WCAKC in 2016, I knew there would be some logical ...

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perfect cup, time after  
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individuals, teams, and  
companies become great at  
making and selling products  
that people will buy. His  
own experience as an  
entrepreneur helps make him  
effective at helping others.  
He is the author of When  
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Author:Klement, Alan

[Klement, Alan] , Date:

October 29, 2019 ,Views: 186

Author:Klement, Alan

[Klement, Alan] Language:

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