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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

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so, you will help economies prosper, and help provide stable jobs for employees and the ...

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No one wants to learn (any)
theory - with "When Coffee

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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 Christensen’s “Milkshake” case study never really resonated with me.

When Coffee and Kale Compete: Become great at making ...

When Coffee and Kale Compete: The Highlights
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

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haven't talked about other theorists and their ideas. We won't cover that part.

When Coffee and Kale
Compete: The Highlights -
Flexiana

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

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kale compete by Alan Klement

Products People Will Buy

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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
to be Done. The Job to be
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prosper, and help provide stable jobs for employees and the families that depend on them.

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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 -
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Yesterday I announced the
availability of When Coffee
and Kale Compete for Kindle

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

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personality and passion for

coffee, they have all the
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perfect cup, time after
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what all the fuss is about!

Koffee+Kale: Life begins
after coffee |

7:00am-18:00pm.

KOFFEE + KALE - Home

?Alan Klement helps
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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