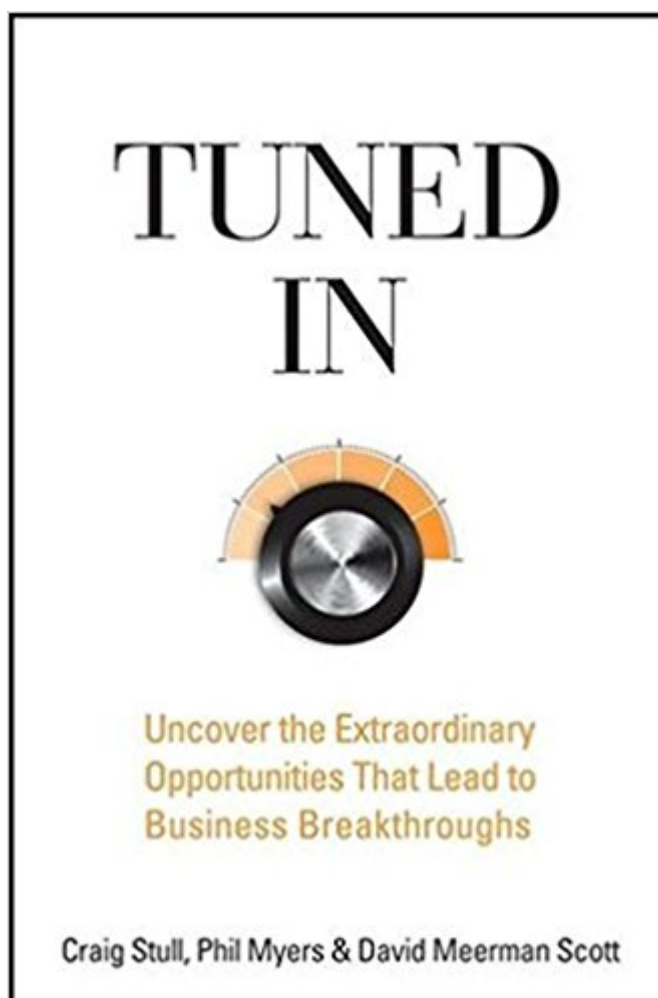


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# Tuned In: Uncover The Extraordinary Opportunities That Lead To Business Breakthroughs



## Synopsis

If you market a product, service, or idea in any business, industry or organization, you must read *Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs*, a guide to understanding and meeting the needs of consumers, whether or not they make those needs clear. An easy-to-follow six-step process developed over the past 15 years can help you address unsolved problems, recognize buyer personas, quantify impact and create breakthrough experiences. Stop wasting time by guessing what your market needs and start understanding consumer desire.

## Book Information

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## Customer Reviews

Remove the examples from the book, and you have for the most part a collection of already known high level concepts without much depth. Granted, marketing does not have to be complicated and it should not be, but creating innovative products requires more than concepts. For example, the first step in the authors' Tuned-in "process" is "Find unresolved problems". OK, good point, but I knew that and you probably did know that too! How do I do it? The authors's advice: "ask the customers"! But I knew that too. Tell me more. "Ask your non-customers". Wow, I would never have thought of that. Tell me more. "Go to trade shows" say the authors. I knew that too. Tell me more. "Ask open questions", "Keep an open mind", etc. say the authors. At the end of this chapter and of most chapters, I fell frustrated of not learning approaches or tips I have not heard about before and of not learning more how to do it. At the end of Chapter 4, I was going to drop the book, but the examples

kept me going. There are at least 50 examples of Tuned-in companies from Disneyland to the Maganavox remote control that locates itself to the ubiquitous iPod. These examples are interesting by themselves. They are spread through the book to illustrate each step and to validate the entire tuned-in "process". I keep putting process in between quotes because what the authors present is not really a process. It is more a framework. In addition, it seems that not one of the examples was actually the result of applying the authors' framework under their guidance. So the whole edifice is an after-the-fact analysis of successful innovations that serves to justify the author's framework. I would have liked to see at least one example of a product that the authors actually helped develop.

Why did the Apple Newton flop and the iPod rock? How did a struggling magician transform himself into a success with a three-word tagline? How did a car rental startup grab an entire market segment that was just sitting there for the big guys to gobble up? Answer: it was all a matter of tuning in. It stands to reason if an organization wants to develop products and services that resonate with people, the first step is to ask people what they want. Simple as it sounds, authors Stull, Myers, and Scott, each of whom has extensive experience working with large firms and non-profits, observe that many of them simply don't do it. Those that do often lack the right processes to gather and act upon the information they receive. As a result, they roll out products and services that fall absolutely flat, squandering their resources and completely missing golden opportunities. The authors contend the solution is to tune in. Instead of selecting new product initiatives in ivory tower executive suites and developing them in the lab, get to the grass roots. Talk to actual people, uncover their most urgent needs, and craft solutions. This strikes me as an incredibly sensible approach; perhaps that is why big companies are apt to overlook it. The book focuses on the why and how of tuning in, with emphasis on the how. The authors lay out a 6-step process for tuning in, very detailed yet written in plain English every reader will understand -1. Find unresolved problems2. Understand buyer personas3. Quantify the impact4. Create breakthrough experiences5. Articulate powerful ideas6.

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