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apply it to your own
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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
haven ' t talked
about other theorists
and their ideas, We

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won't cover that
part.

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I recently finished
reading this book on
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theory written by
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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.

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Customers struggle
when they try to
make their life better
but don't know
how. We call this
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