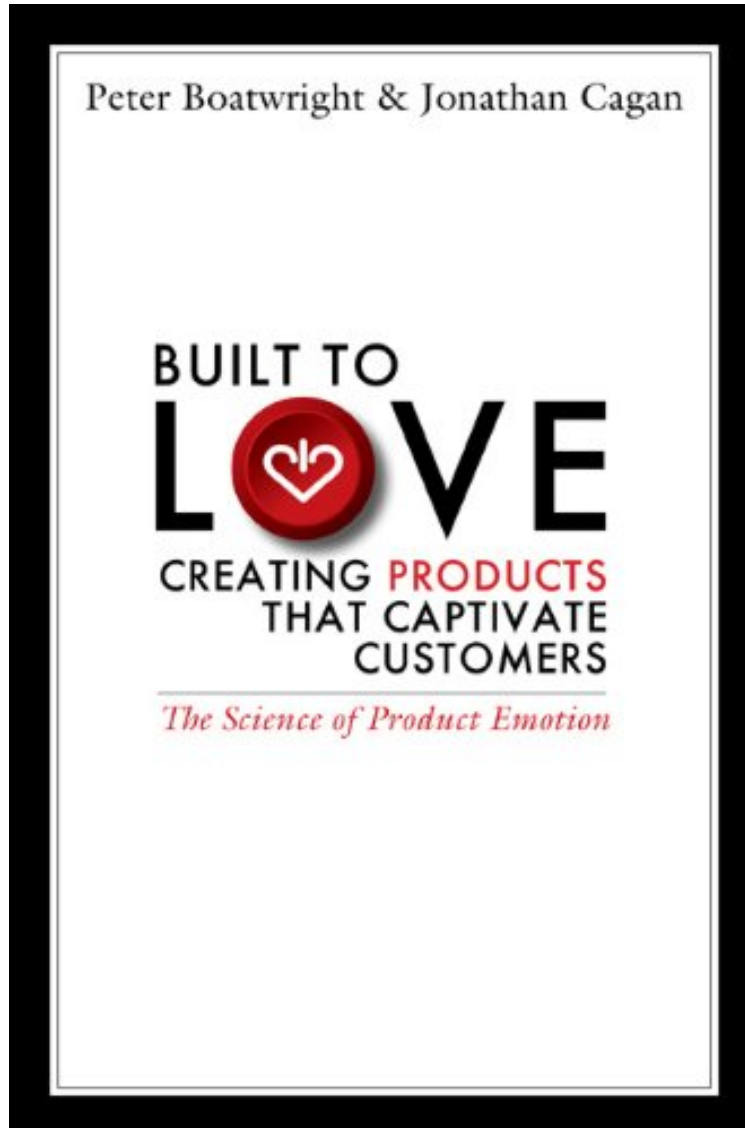


[Pdf free] Built to Love: Creating Products That Captivate Customers

Built to Love: Creating Products That Captivate Customers

Peter Boatwright, Jonathan Cagan
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Peter Boatwright, Jonathan Cagan : Built to Love: Creating Products That Captivate Customers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Built to Love: Creating Products That Captivate Customers:

1 of 1 people found the following review helpful. Fast and FuriousBy Megan M. StantonThis is an awesome international flight companion, you can plow through it, it leaves a lasting impression, and it is tangentially related to work. I wish I could afford to mysteriously pass it out to marketing executives all over the nation. As a designer I wish that more value was put on in the intangible value of emotion and often find myself locked in argument to try and explain the unexplainable. This book helps. It gave me a couple of great case in point examples, made me think about

frameworks for these kinds of discussions, and bettered my perspective on executive challenges throughout the product development process. It is a good bit of fun too, I had no idea Steve Nash had a foundation, that the standard blue gas line connector tube was made in Dormont, PA, that the term aesthetics was introduced in the 1700s by the book *Aesthetica*, or that Whirlpool is aggressively filing patents to protect their surface treatments.....this book is full of weird and wonderful thought provoking nuggets!6 of 6 people found the following review helpful. A concise, high value guide to product developmentBy Jeff C.I have long understood the importance of putting customer desire up front when developing new products. "Built to Love" has given me several new tools to help capture and ponder what our customers might respond to. More importantly, the book has given us a better way to TALK about how our designs will be experienced by the user and what we might change to heighten that experience. Excellent examples from across a wide range of products give the reader a way to personalize the material."Built to Love" is that rare business book that offers insights and techniques that can be applied immediately.1 of 3 people found the following review helpful. Good first draft for introducing an emotional processBy cIf you want to introduce measuring emotions into your product development process, I recommend this book. "Built to Love" will not provide you a ready-to-implement process, but it will provide insights into creating your own.Interesting points, but does not provide proof of Emotional benefits in terms of ROI as the book claims. Many of the examples are reverse engineered and forced to fit this process mold.

Boatwright and Cagan show how a firm can create products that electrify the market with excitement, products that go beyond functional performance to provide emotional fulfillment. There is a hum in the marketplace about these products, because they are the topic of conversations, media discussions, and social media posts. This book reveals how to understand, design and deliver products that engage and excite their customers through emotions evoked by the product itself, not just through advertising slogans and campaigns.

"Boatwright and Cagan present an engaging and compelling argument why product emotions drive product success. Built to Love uncovers the science of product emotion, rigorously proving the value of emotion to customers and showing how any firm can design captivating products and services." -- Daniel H. Pink, Author of *Drive* and *A Whole New Mind* "Emotions have been under-researched and underutilized in designing a product's identity and strategy. Boatwright and Cagan have brilliantly filled this gap with Built to Love." -- Philip Kotler, S.C. Johnson Son Distinguished Professor of International Marketing at the Northwestern University Kellogg Graduate School of Management "If rationality dictated every consumer decision there would be no Apple, Google, Porsche, or Ferrari. The business principle that the healthiest margins accrue from emotion is well established, and every business strives to achieve that holy grail combination of quality product and sense irresistibility that constitutes business success. Boatwright and Cagan clearly understand this phenomenon, and their book provides an excellent framework by which these elements can be made more predictable." -- Dee Kapur, President, Truck Group, Navistar International Inc. "By providing not only functional but emotional value, good product design can build brand loyalty and increase profit margins. With its analytical approach and fresh case studies, Built to Love demonstrates how even the most utilitarian business-to-business products appeal to buyers' emotions--and offers practical tools any business can use to enhance product value. It's must-reading for anyone interested in understanding why today's aesthetic imperative reaches well beyond traditional fashion businesses." --Virginia Postrel, Author of *The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness* "The most intensive and thorough discussion I have ever seen explaining the strategies that can bring the added value of emotional pull to a product or service platform. In the automobile industry the process of leveraging emotion has been perfected by car design over decades, and Boatwright and Cagan have formalized and condensed the essence of this successful approach into the type of 'guidebook' other industries have been waiting for." -- Chris Bangle, Former Chief Designer, BMW, Partner and Managing Director, Chris Bangle Associates S.R.L. "In good economic times and bad, businesses must seek ways to avoid the commoditization of their products and services. Peter Boatwright and Jonathan Cagan, through their analysis of supported and associated emotions, provide a roadmap by which we can identify and validate emotion-based opportunities and develop product and program solutions that will delight our customers now and in the future." -- William Lambert, CEO, Mine Safety Appliances Company (MSA) "As Peter Boatwright and Jonathan Cagan point out, 'emotion is human and its reach is vast.' Technologists tend to ignore the power of emotion in their designs and products, in part because they respect reason and distrust emotion, but also because engineering tools have not addressed the emotional side of design. Built to Love combines lessons from marketing, emotion theory, psychological measurement, and engineering design to provide tools for designers and engineers so that their products can properly engage the emotions. Now there can be no excuse for not acting." -- Don Norman, Breed Professor of Design, Northwestern University, and author of *Emotional Design* "Built to Love profoundly displays that emotional benefits are to be considered and managed at the same level as financial profit, industrial processes, or communications ... emotion makes money. The book structures the emotional attributes of products and brands into rational and logical tools, providing a practical and actionable management approach. Boatwright and Cagan have achieved a most

difficult task by offering clarity to the challenges of creating emotion in products." -- Francois Bancon, General Manager, Exploratory and Advanced Planning Department, Product Strategy and Product Planning Division, Nissan Motor Co., Ltd.

About the Author Peter Boatwright is Associate Professor of Marketing at Carnegie Mellon University's Tepper School of Business, with an appointment in Mechanical Engineering. His expertise and teaching focuses on new product marketing, marketing research methods, and innovation, which is the topic of his previous book, *The Design of Things to Come*. Boatwright has both developed new statistical methods as well as additional theories of consumer behavior, spanning qualitative and quantitative methodologies. He actively consults on product and brand strategy to a diverse range of companies in fields of electronics and telephony, packaged goods, software, business-to-business durables, materials, and medical devices.

Jonathan Cagan is the George Tallman and Florence Barrett Ladd Professor in Mechanical Engineering with appointments in the School of Design and Computer Science at Carnegie Mellon University. Cagan is an expert in product development and innovation methods for early stage product development. Both his design methods and computer-based design research have been adopted into a variety of industries. He is the co-author of two previous books: *Creating Breakthrough Products*, and *The Design of Things to Come*. Cagan teaches new product development at Carnegie Mellon and in executive training sessions in small and large companies. He also co-directs the Masters in Product Development program at Carnegie Mellon. He is a Fellow of ASME.

The Foreword is written by Donna Sturgess, formerly the Global Head of Innovation for GlaxoSmithKline.