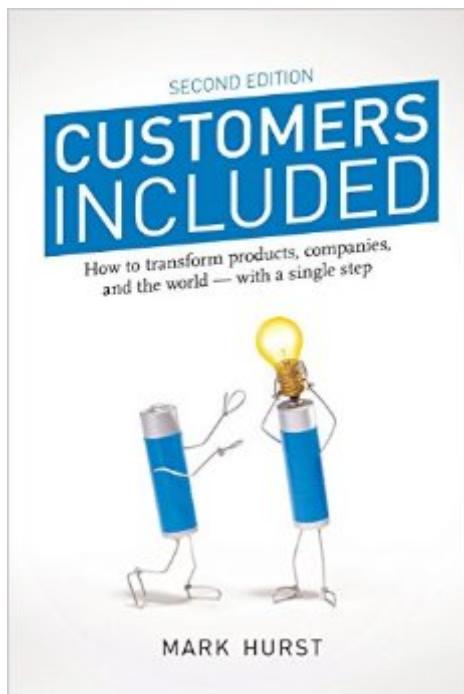


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# Customers Included (2nd Edition): How To Transform Products, Companies, And The World – With A Single Step



## **Synopsis**

Why do companies so often fail to give customers what they want? "Customers Included" provides a roadmap for any executive or entrepreneur who wants to create better products and services. Using real-world case studies—from Apple, Google, Netflix, and Walmart to an African hand pump, a New York City park, and the B-17 bomber—the book clearly explains why including the customer is an essential ingredient of success for any team, company, or organization. Mark Hurst, a pioneer in the field of customer experience, provides practical tips for a strategic, customer-inclusive approach that generates results.

## **Book Information**

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## **Customer Reviews**

Practical advice on how, when, and why to include customer input into business and product planning, with neatly summarized chapter endings that make it easy to find certain topic discussions again after you've finished the book. The updated edition includes more examples and a broader view of some of the core themes. I find myself re-reading certain chapters over and over again, or digging in to reference some of the examples as I encounter similar situations in my own job. This is not a read-once-and-put-on-a-shelf kind of book. :)

My review for the second edition of Customers Included mirrors my review of the first edition... Since its first publication in 2013, I have purchased several copies for family, friends and colleagues. This book will take only a few hours to read, but I guarantee the take-aways will improve your business

outcomes for the rest of your career. You do not need to be a "customer experience" professional to love this book. The advice is both practical and thought provoking for most all of us. Venture capitalists, entrepreneurs, start-up teams, CEOs, CMOs, product managers, UI/UX professionals and non-profit organizers all have something to learn from the real world examples Phil and Mark illustrate here. If your business (for profit or otherwise) depends on customers, members, users, patrons or clients, *Customers Included* is a must read. The not-so-ironic attribute of this book is that it was written to be read easily, to instruct, to entertain and to be consumed. Phil and Mark have put their customers (their readers) at the center of their thinking when writing this book. Each chapter concludes with a Chapter Summary & Key Points section. The brevity, clarity and logic behind their thinking is refreshing. This is a practical how-to guide for including your customers in your business design. It will challenge your current assumptions about delivering great customer experience and help you build a stronger, healthier and more vibrant business.

Have you ever worked on a product that just didn't click? You know - it seems like a great idea in theory but when you roll it out to customers, it just lands with a thud. And you end up thinking, "Man, they just didn't get it. What's wrong with these people???" It turns out you're not alone. Everyone from the Department of Homeland Security to Google (Wave, anyone?) has faced these epic fails. But no one has really explained why... until now. Mark Hurst, in a simple and engaging fashion, lays out step-by-step how these colossal failures came to be. And more importantly, what can be done to prevent them in the future. In other words, a must-read for anyone trying to turn the next "great" idea into a product that customers actually love...

Great read and so helpful. I had the opportunity to spend the day with the author and I must say Mark truly wowed me. If you have the opportunity to meet Mark, do it. This well written book is full of stories and examples that demonstrate why including the most important part of your business (the customer) is key. Mark's writing style reminds me of the Heath brothers who wrote "Made to Stick." In my own training programs about customer experience, I always refer to this book. Overall, great read that reminded me, taught me and delighted me.

Since early in the commercialization of the internet, Mark Hurst and Phil Terry have been sage evangelists for the power of listening to customers. They were the first to develop the concept of Listening Labs, and their extensive work with clients of all sizes and across all industries has provided great source information for the best practices in improving customer experience.

Customers Included is a clear and concise telling of that information, filled with real world examples. I keep two copies on my shelf so I always have one to give away.

Every company and every employee thinks they are focused on the customer experience. They are not. This book shows the consequences of not taking customers into consideration. This second edition adds more real stories about the impact of (or lack of) customer inclusion. There is something in here for designers, product managers and maybe most importantly, CEOs. It's refreshingly free of any new "management frameworks", instead focusing on simple ways to make it about the customer.

"Customers Included" brings a perspective that should be common sense to all but in reality is sorely missing in many startups and corporate business units. The book is enlightening, clear, and actionable. It is a quick read, and it has made a critical difference in business results in my own startup organization.

If you have customers, you need to read this book. And you do have customers, no matter what you do. The book makes a compelling case for investing in listening to your customers. This should be obvious but it's clear that many organizations neglect to do so and suffer from it. Hurst and Terry provide rationale and tools for making customers the center of your organization.

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