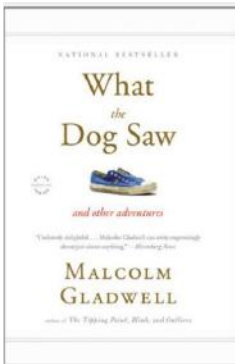


RECOMMENDED READINGS

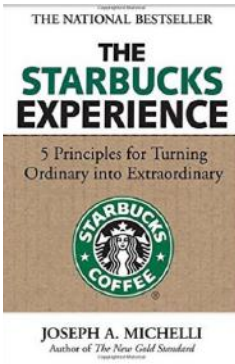
Lesson 2, Products & Customers



What the Dog Saw

by Malcolm Gladwell

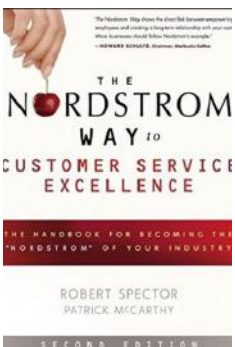
Why Barney Likes It: This is the most readable book about products that I've ever come across. The story about mustard and ketchup is a classic.



The Starbucks Experience

by Joseph A. Michelli

Why Barney Likes It: This book is a manifesto about how to engage customers. I believe that Starbucks does it as well as anyone else in the country. And being from Seattle gives it a local flavor that most people can relate to.

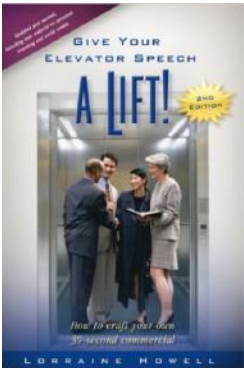


The Nordstrom Way

by Robert Spector & Patrick McCarthy

Why Barney Likes It: Another local example of both getting and keeping customer loyalty. This company really knows how to do it.

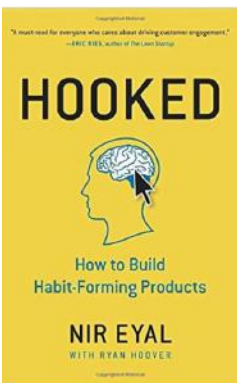




Give Your Elevator Speech a Lift!

by Lorraine Howell

Why Barney Likes It: This short guide helps you through the process of developing a great elevator speech. This book is another great Seattle resource.



Hooked: How to Build Habit-Forming Products

by Nir Eyal & Ryan Hoover

Why Barney Likes It: This is a new way to look at designing products. It brings structure to an area that is not well explored or understood - product development and design. Eyal introduces the "hook" model - which includes four components - (1) trigger, (2) action, (3) variable reward, and (4) investment.