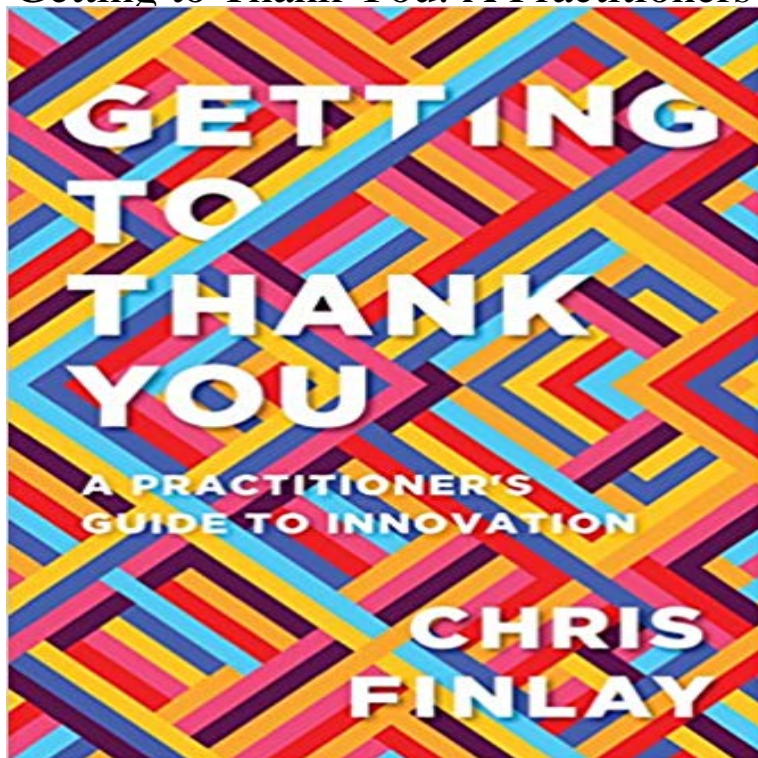


Getting to Thank You: A Practitioners Guide to Innovation



Thank you is how you know you are getting your product and service design right. Thank you is what every customer wants to say, and what every business leader and designer wants to hear. But when 95% of innovations fail, it is hard to know what to do next in order to get people to fall in love with your products. This is an essential tool set for anyone who is serious about designing, building, and growing products that your customers will thank you for.

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