



BOOK OF THE MONTH SUMMARY

FOR MEMBERS

OVERVIEW

Built to Love

Creating Products that Captivate Customers

by Peter Boatwright and Jonathan Cagan

Key things you will learn.

- Why certain products or services garner a passionate following
- How an authentic emotional connection improves profits
- How to build and deliver emotion through products and services

Overview.

Peter Boatwright and Jonathan Cagan outline the link between positive consumer emotions and product profitability. They clarify the challenges of synthesizing emotion into products, and they present the “Product Emotion Strategy” to help businesses achieve this goal.

About the Author.

Peter Boatwright and Jonathan Cagan are principals at Carnegie Strategies LLC, and innovation and product strategy consultancy. They wrote “The Design of Things to Come” with Craig M. Vogel, with whom Cagan co-wrote “Creating Breakthrough Products.”

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