

WHEN COFFEE AND KALE COMPETE

book cover designs
(typeface and layout)
draft 1
8.10.16

prepared by Maggie P Chang
for Alan Klement

WHEN
COFFEE
& KALE
COMPETE

Innovation for customer's
struggling moments, progress,
and their Job to be Done

ALAN KLEMENT

WHEN
COFFEE
& KALE
COMPETE

Innovation for customer's
struggling moments, progress,
and their Job to be Done

ALAN KLEMENT

WHEN COFFEE & KALE COMPETE

Innovation for customer's
struggling moments, progress,
and their Job to be Done

ALAN KLEMENT

when
COFFEE
& KALE
compete

Innovation for customer's
struggling moments, progress,
and their Job to be Done

ALAN KLEMENT

when
coffee
& kale
compete

Become great at creating
and selling products
your customers will buy

ALAN KLEMENT

**w h e n
c o f f e e
& k a l e
c o m p e t e**

**Innovation for customer's
struggling moments, progress,
and their Job to be Done**

ALAN KLEMENT

when coffee & kale compete

Innovation for customer's struggling moments,
progress, and their Job to be Done

ALAN KLEMENT

ALAN KLEMENT

WHEN COFFEE
& KALE compete

Innovation for customer's struggling moments,
progress, and their Job to be Done

WHEN
COFFEE
& KALE
COMPETE

INNOVATION FOR CUSTOMER'S
STRUGGLING MOMENTS, PROGRESS,
AND THEIR JOB TO BE DONE

ALAN KLEMENT

WHEN COFFEE & KALE COMPETE

*INNOVATION FOR
CUSTOMER'S STRUGGLING
MOMENTS, PROGRESS, AND
THEIR JOB TO BE DONE*

ALAN KLEMENT

CREATING AND SELLING PRODUCTS
THAT YOUR CUSTOMERS WILL BUY

WHEN COFFEE
& KALE compete

A L A N K L E M E N T

WHEN COFFEE & KALE COMPETE

*INNOVATION FOR CUSTOMER'S STRUGGLING MOMENTS,
PROGRESS, AND THEIR JOB TO BE DONE*

ALAN KLEMENT

WHEN COFFEE & KALE COMPETE

INNOVATION FOR CUSTOMER'S
STRUGGLING MOMENTS, PROGRESS,
AND THEIR JOB TO BE DONE

ALAN
KLEMENT

WHEN
COFFEE
& KALE
COMPETE

INNOVATION FOR CUSTOMER'S
STRUGGLING MOMENTS, PROGRESS,
AND THEIR JOB TO BE DONE

ALAN KLEMENT

WHEN
COFFEE
& KALE
COMPETE

Innovation for customer's
struggling moments, progress,
and their Job to be Done

ALAN KLEMENT

WHEN
COFFEE
AND
KALE
BECOME GREAT
AT CREATING AND
SELLING PRODUCTS
YOUR CUSTOMERS
WILL BUY
COMPETE

ALAN
KLEMENT