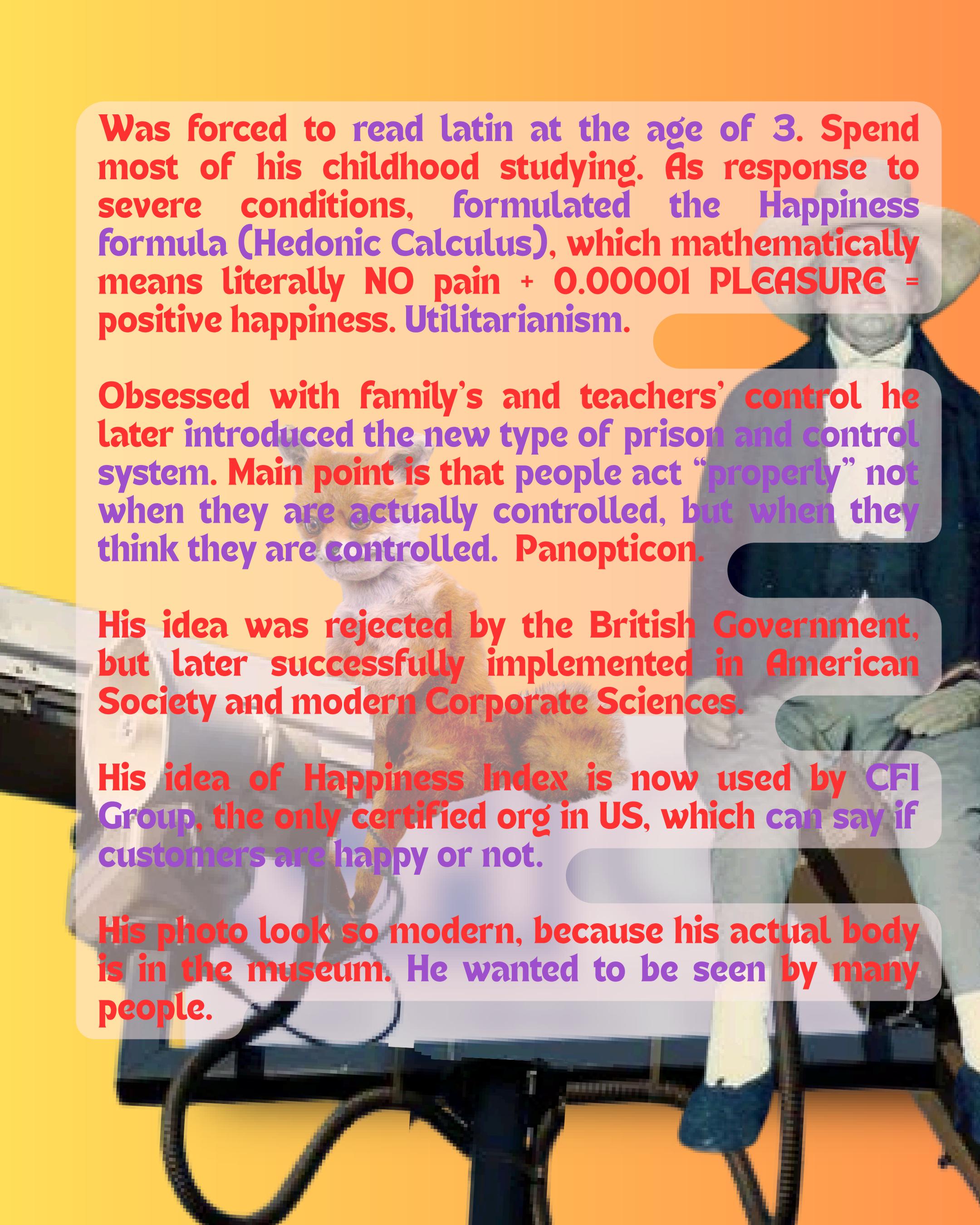




**More Happiness
Less Pain**

**...and if anything goes
wrong.. here is the
real solution...**

**Jeremy Bentham
(1748–1832)**



Was forced to read latin at the age of 3. Spend most of his childhood studying. As response to severe conditions, formulated the Happiness formula (Hedonic Calculus), which mathematically means literally NO pain + 0.00001 PLEASURE = positive happiness. Utilitarianism.

Obsessed with family's and teachers' control he later introduced the new type of prison and control system. Main point is that people act "properly" not when they are actually controlled, but when they think they are controlled. Panopticon.

His idea was rejected by the British Government, but later successfully implemented in American Society and modern Corporate Sciences.

His idea of Happiness Index is now used by CFI Group, the only certified org in US, which can say if customers are happy or not.

His photo look so modern, because his actual body is in the museum. He wanted to be seen by many people.

What makes society happy? ...Hedonic Calculus by J. Bentham

$$\text{HEDONIC CALCULUS} = \sum (\text{PLEASURE} - \text{PAIN}^*) \times \text{NUMBER OF PEOPLE}$$

* where PAIN = PAIN_{REALISED} + PAIN_{UNREALISED}

How does it relate to Product Management?

We don't know, you tell.. But most commonly used indexes are slightly not about making the customer happy

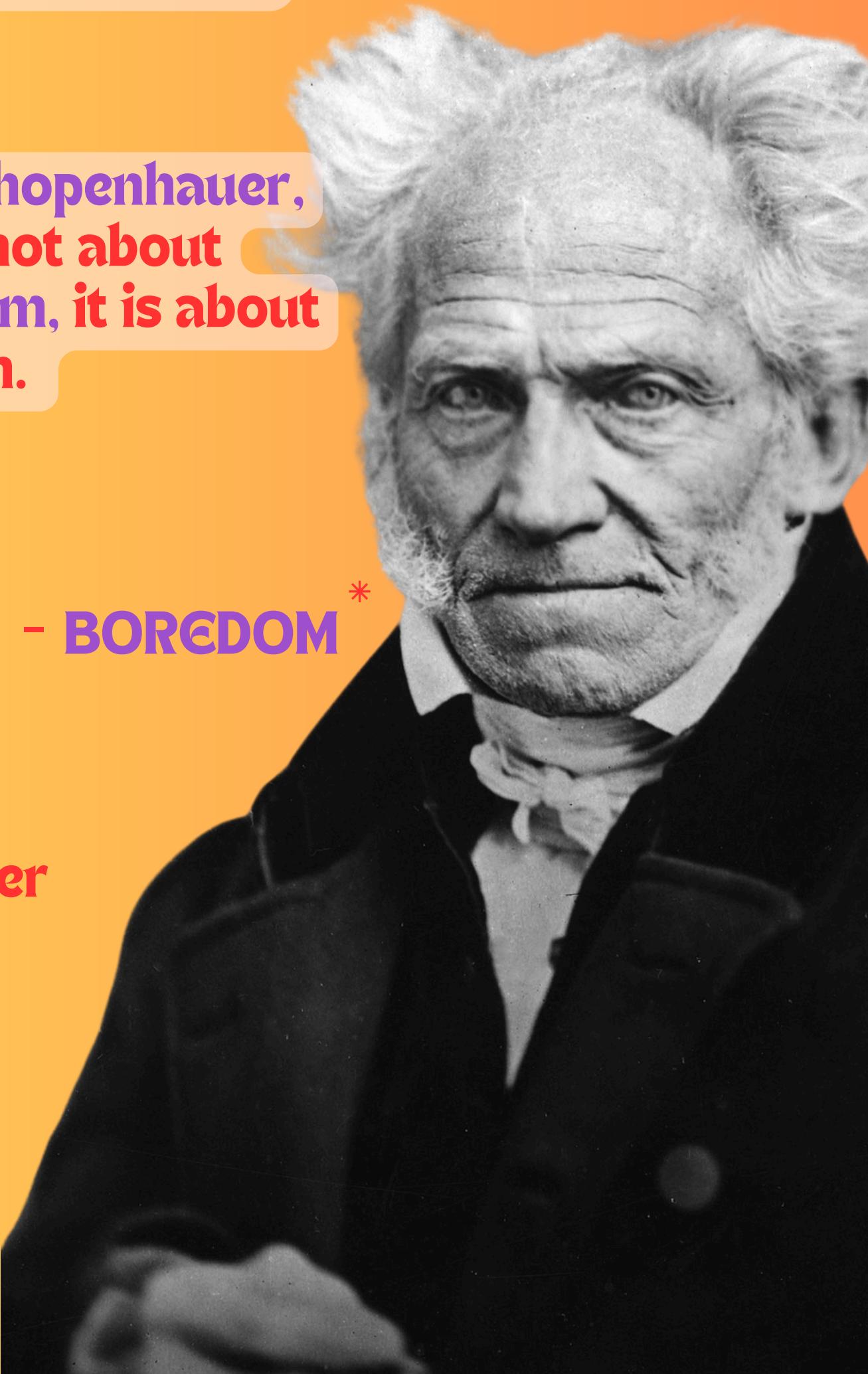
- NPS - Is about reputation manipulation, user may recommend, if remembers your brand at all..
Example: Rioja? Mencia? Ribeiro? All of them!
- CLV - Is about how much money customer paid you, not the value you gave in return. Weber's social action types.
Example: Andrii's annual Tinder subscription.
- RFM - Closer, smarter, but still it's about you, not the customer

**Product Management is not about Happiness.
It is about the Value.**

**Or, according to Schopenhauer,
the Value of life is not about Pleasure or Boredom, it is about Experience and Pain.**

LIFE = PAIN - BOREDOM*

**Arthur Schopenhauer
(1788-1860)
Brutal Realist**



*

or.. No Pain no Gain..
or.. Embrace the Grind...

So.. How happy are you to be a Product Manager?



- Very happy
- Less happier than I was a minute ago
- Want to read some Schopenhauer
- Want to drink some Schopenhauer



Like, share, subscribe..

**Together we can create
something...**

more Sustainable

