

Understanding Customer Needs

Learn how to identify customer needs through this 15-minute Harvard Business School (HBS) Online lesson.

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 Available Anytime  **Free***  Online 

What you'll learn

- Discover how to build new capabilities within your organization and adapt to meet changing customer needs
- Understand why customers make certain purchases, and how you can create products and services that solve the issues they're trying to address








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Course description

In this free, 15-minute Harvard Business School (HBS) Online lesson, you'll learn how to identify customer needs through Clayton Christensen's famed Jobs to be Done theory and CVS Pharmacy's MinuteClinic.

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 PACE	Self-paced
 SUBJECT	Business
 COURSE LANGUAGE	English
 VIDEO TRANSCRIPT	English
 DIFFICULTY	Introductory
 PLATFORM	Harvard Business School Online
 TOPICS	<div>BUSINESS ANALYSIS</div> <div>MANAGEMENT</div> <div>STRATEGIC MANAGEMENT</div> <div>CAREER DEVELOPMENT</div> <div>PROFESSIONAL DEVELOPMENT</div> <div>SELF-IMPROVEMENT</div>

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Clayton Christensen

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