

Understanding Customer Needs

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

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What you'll learn

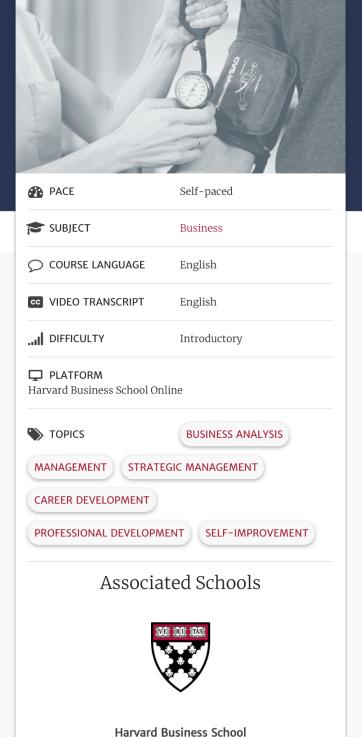
- Discover how to build new capabilities within your organization and adapt to meet changing customer needs
- Understand why customers make certain purchases, and how you can create
 products and services that solve the issues they're trying to address

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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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Instructors





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