**Reading list by professor**

Know What Your Customers Want Before They Do

<https://hbr.org/2011/12/know-what-your-customers-want-before-they-do>

“Profit from Customer Data by Identifying Strategic Opportunities and Adopting the  
‘Born Digital’ Approach”

<https://www.researchgate.net/publication/220500603_Profit_from_Customer_Data_by_Identifying_Strategic_Opportunities_and_Adopting_the_%27Born_Digital%27_Approach>

“Rethinking Marketing” <https://hbr.org/2010/01/rethinking-marketing>

“A Step-by-Step Guide to Smart Business Experiments” <https://hbr.org/2011/03/a-step-by-step-guide-to-smart-business-experiments>