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Anthony (Tony) W. Ulwick is the founder Ulwick explained his theory in the book What Customers Want: Using Outcome-Driven Innovation Text is available

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Anthony w. ulwick (author of what customers want)

Anthony W. Ulwick is the author of What Customers Want (3.93 avg rating, 138 ratings, 14 reviews, published 2005) Anthony W. Ulwick's Followers. None yet.

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In Ulwick's book What Customers Want he introduces Outcome-Driven Innovation, This is the way to create customer value and to grow your company.

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