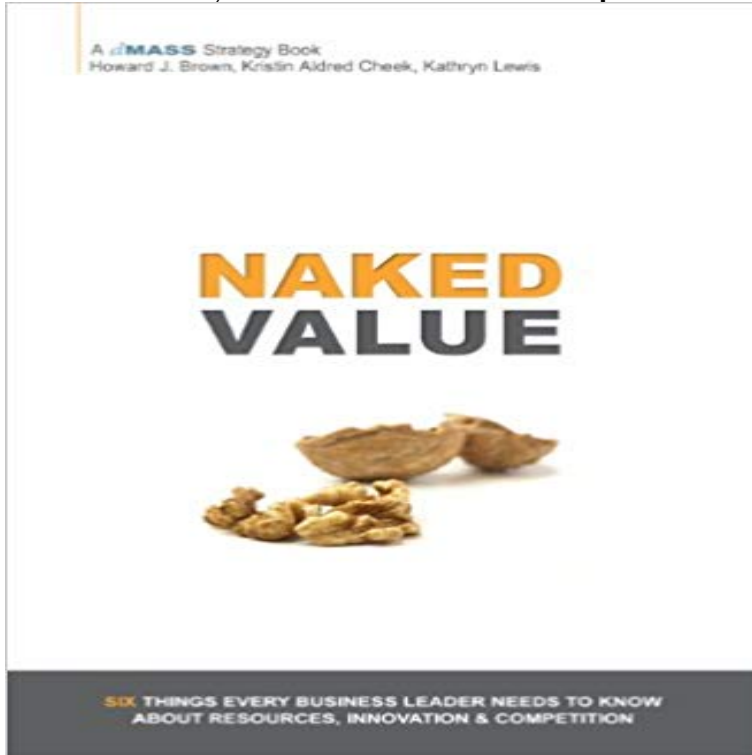


# Naked Value: Six Things Every Business Leader Needs to Know about Resources, Innovation & Competition



Naked value is the ultimate value a product delivers to customers, or the benefits that remain when a product is stripped of most of the energy and material resources required to manufacture and deliver it. Technological advances, resource constraints, and emerging scientific knowledge are rapidly reshaping business. Future industry leaders will be the companies that succeed in providing the most benefits to customers with the fewest resources. The authors of Naked Value show businesses how to improve a products competitive advantage in a dynamic marketplace, one where companies are delivering light without light bulbs, portable power without batteries, and warmth without insulation. They demonstrate why a companys success today depends on:

- Reducing resource inputs
- Identifying unrecognized competitors
- Understanding that customers donat really want products

Naked Value: Six Things Every Business Leader Needs to Know About Resources, Innovation & Competition is a practical guide filled with cutting-edge examples and fresh perspectives on business strategy and sustainable design. It is an indispensable companion for business leaders, designers, architects, engineers, and investors. The book includes tools to get started:

- Techniques for defining product benefits & opportunities to reduce resource use
- A step-by-step method for uncovering a products naked value
- Strategies for designing a disruptive product with naked value

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