



Outside Innovation

Patricia B. Seybold

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How dynamic businesses of every size can unleash innovation by inviting customers to co-design what they do and make.

Reading line: The 8 Roles Customers Play in Trend-Setting Companies

The refrain is familiar for Patricia Seybold in her journeys as a top technology and management strategist: "I want our company to be acknowledged as the most admired and most customer-valued in our industry and to be recognized as the company that has forever changed the way things are done." "How can we become the Google of banking?" "How can we be the eBay of software?" "I want to be the JetBlue of manufacturing."

"How can we become the undisputed trend-setter in our industry—with a competitive bar no one can topple?"

In *Outside Innovation*, bestselling author Seybold taps her close relationship with dozens of high-innovation companies to reveal the untold strategy behind the trendsetters and the next HUGE leap forward in customer strategy. Seybold shows that companies that are dominating their category and staying ahead of the pack are collaborating at every level of their business with their customers.

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