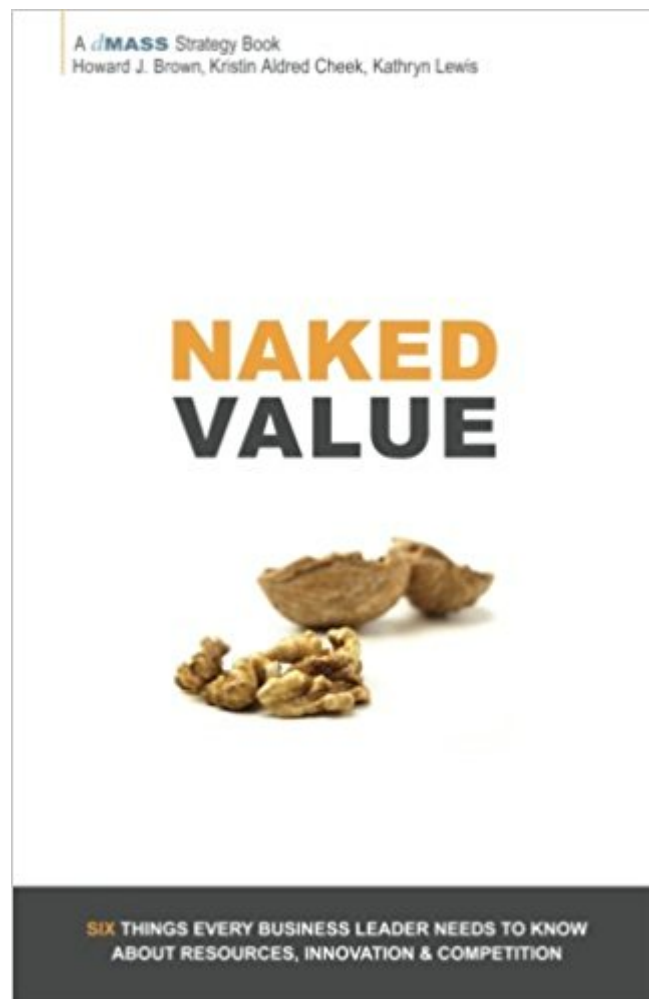


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# Naked Value: Six Things Every Business Leader Needs To Know About Resources, Innovation & Competition



## Synopsis

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 product's 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 company's success today depends on: Reducing resource inputs Identifying unrecognized competitors Understanding that customers don't 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's an indispensable companion for business leaders, designers, architects, engineers, and investors.

## Book Information

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## Customer Reviews

What is the best approach for reducing environmental impact? Often we consider how to minimize the negative impacts, for instance by reducing waste. This short book lays out a new perspective that is both simple and compelling. Reduce the mass of the inputs. It takes the idea a step further; do not stop at reducing the mass of existing products, think instead of delivering the benefit - the "naked value" - through new technologies. The book is short and clearly written, plus it has questions

at the end of each chapter for self-study. I would recommend it for everyone who is concerned about the environment as well as those who are interested in the business of innovation. I heard Howard Brown deliver a fascinating lecture on the matter and would also recommend him as a seminar leader. The only reason I did not give the book five stars is because the concept is perhaps too simplistic for some situations and it tends to gloss over the critical subject of human psychology.

This is one of the most important books any business manager can read right now. Resource availability is looming on the horizon as a critical business need. This book describes why and how forward-looking managers can strategically prepare -- and does so succinctly and interestingly. Object of the game: shift your thinking from waste management to waste prevention, and manage resource use through innovation. Well done, Howard and team.

This book provides an immediately applicable approach to understanding value in a global context of increasingly constrained material resources and an exploding population demanding ever more products and services. It's a smart, quick, informative catalyst. No fluff.

This book analyzes the concept of product value in an entirely different and very thought-provoking way. The authors' concepts will force you to completely rethink why consumers buy what they buy and just how subject to disruption almost every company's business model really is. This is a must read for company executives as well as investors. Right now, someone somewhere is working on a way to deliver the same value your product or the products of the companies you are invested in deliver, but in an entirely new way. That new way will use dramatically fewer resources for production and delivery, will be faster, better and cheaper and has the potential to make your product the next typewriter, carbon paper or photographic film. Wow!

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