

THE VALUE MIX



CREATE MEANINGFUL PRODUCTS AND
SERVICES FOR YOUR AUDIENCE

GUERRIC DE TERNAY

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The Value Mix
by Gueric de Ternay

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*For those who shake up things, challenge the status quo,
and make cool stuff happen.*

New Edition

The Value Mix was first published in 2018 on Leanpub. A few years later, I still believe that the framework presented in the book can significantly help businesses create value for their audience by launching bolder, more meaningful propositions.

I wanted to update the content to add more examples, clarify some explanations, and prompt you to action with the “key questions” you’ll find at the end of each chapter.

Throughout the book, I refer to “you” as the person responsible for marketing and innovation in the company. But over the years, I realised that many readers are also consultants, students, and investors. This shows how universal the topic of creating new value propositions is.

I hope you enjoy this new edition of the book.

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Introduction

It's difficult to create a product that people really want to buy and use. There's no silver bullet to success. It's hard work because there's lots of uncertainty.

Those who do this for a living know that.

Fortunately, over the past two decades, the management literature has equipped us with better ways to create new products, such as:

1. **Customer centricity.** *Design thinking* and *customer development* are two approaches that encourage us to build products for potential customers rather than trying to find customers for new products;
2. **Iterative development.** The *lean startup* methodology pushes us to apply the scientific method and pursue continuous learning and product iteration to create better products.

But, we are still missing a way to organise the information and insight we gather about our customers to clearly define what they need and want.

To help you develop successful products and services, you need a framework that:

1. Allows you to gain a deep understanding of what value means for your customers;
2. Gives you a shared language to align with your team on a strategy for the new products and services that you will launch.

This framework must be as accurate as possible, by capturing enough nuances to reflect the reality of our world. But it also needs to be practical enough so it can be used by anyone in your company who is involved in the process of launching new products and services.

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How to make the most of reading these pages

“Action is what produces results. Knowledge is only potential power until it comes into the hands of someone who knows how to get himself to take effective action.”

– Tony Robbins, Life strategist & Entrepreneur

The Value Mix aims to make it easier for you to think about the nuances of creating products and services that people will want, i.e., creating value for them.

I wanted this framework to be simple to remember and easy to use, while still acknowledging the complexity and nuances of the real world.

Together, we will go through each element of the Value Mix. You'll get everything you need to understand the concept of value creation and then turn what you learnt into action.

Let me emphasise that this isn't a box-filling exercise.

Reality is complex. So one cannot pretend to capture in a single framework all the nuances necessary to create successful products and services.

This book aims to guide your thinking. The real value lies in doing the work, i.e., understanding your customers at a deeper emotional level and developing new ways to create value for them.

I would call it a success if the Value Mix inspires you to approach more effectively how you research your market and how you build new products and services.

The ultimate objective: creating value for your customers by building the products and services that matter to them.

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Over to you!

I wrote this at the beginning of the book:

“The Value Mix aims to make it easier for you to think about the nuances of creating products and services that people will want, i.e., creating value for them.”

I really hope this book will help you to understand your audience at a deeper level and inspire you to find new ways to create value for them.

The ideal result would be if you end up launching a new proposition using the Value Mix.

Another great outcome would be if the framework helps you align with your team and partners when you run market research or work on creating new propositions.

The thinking that is at the foundation of the Value Mix has helped me create GoudronBlanc and delight thousands of customers around the world.

I honestly hope that this book will also help you build a stronger, better business that will find new ways to create value in our world.

Over to you, now! 😊

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About the author: “Hello there!” 🖐️

In 2011, I started GoudronBlanc, a brand for gentlemen who love wearing great T-shirts.

As I love solving big challenges, I also work as an innovation consultant at ?What If! where I help Fortune 500 companies spot big business opportunities and create new meaningful propositions.

I have taught marketing and innovation at top business schools (incl. UCL, London Business School, Princeton, and Condé Nast College of Fashion & Design).

In 2018, I published The Value Mix, a book about creating new value propositions and released a new edition in 2021. I also recently published a second book called The Opportunity Lenses that focuses on spotting future business opportunities.

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תודה
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Σας ευχαριστούμε 감사합니다
Bedankt Děkujeme vám
ありがとうございます
Tack

The End.

The Value Mix is a short book. Short books are difficult to write. There's a lot of things to say, but only a few pages to say them.

But the challenge was worth it.

Nothing is more annoying for a reader than a book that was written to reach a certain minimum of pages. This is not a good demonstration of usability.

Many of my readers share this worldview. They want easy access to what matters most and some good stories along the way.

I'm sure you agree.

So I kept telling myself: "Make it exciting, useful, and easy to read."

