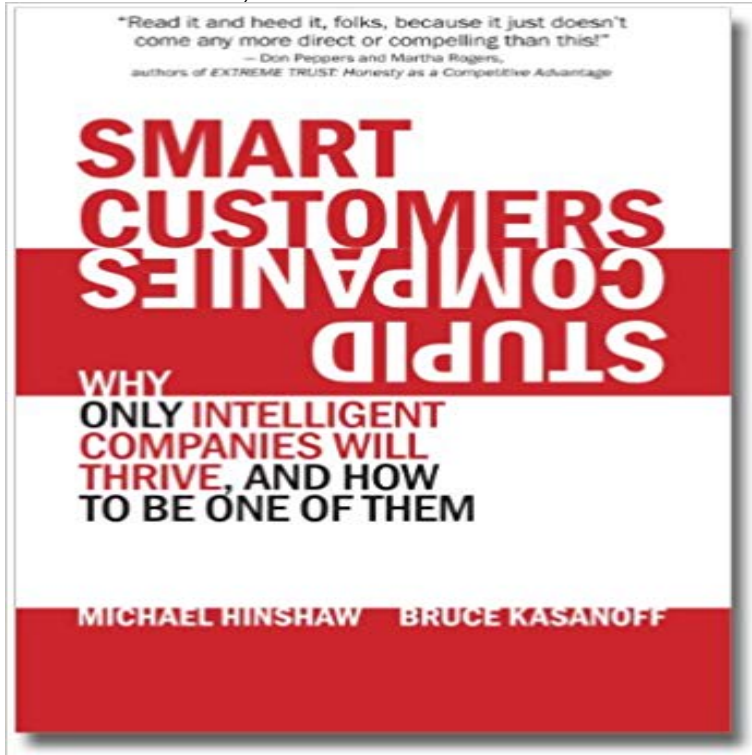


# Smart Customers, Stupid Companies: Why Only Intelligent Companies Will Thrive, and How To Be One of Them



This is a real page-turner! Hinshaw and Kasanoff provide a quick and thrilling tour of the immediate future of business. So read it and heed it, folks, because it just doesn't come any more direct or compelling than this! -- Don Peppers and Martha Rogers, Ph.D., authors of *EXTREME TRUST: Honesty as a Competitive Advantage*. Last decade, companies strove to be great. Now they need to act as smart as the customers they wish to serve. Why? Because acting dumber than your customers is not a sustainable business model. This visually arresting book not only challenges business leaders to profit from the wave of disruptive innovation making customers smarter, but it also presents an actionable five-step plan for doing just that. Hinshaw and Kasanoff explain that disruptive innovation is already providing individuals with tools more advanced, in many cases, than the most sophisticated commercial enterprises had just five years ago, and argue that established firms will need to reinvent themselves and disrupt their own industries to stay alive. So energizing it actually made my skin tingle and my pulse race. Lot of books prod you to think about the future; this book is like a punch in the face. I'm fortunate I had the opportunity to read this before my competitors. -- Chris Zane, Founder & President, Zanes Cycles, and author of *REINVENTING THE WHEEL: The Science of Creating Lifetime Customers*

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