

Breaking the Customer Chains Presentation Material

Wed, 07/15/2009 - 22:46 — Chris

Because customer focus has been a hallmark in the creation of a successful business, we often don't recognize and embrace disruptive technologies because we are [trapped](#) [1] in our current system. We are stuck and stifled by our own success.

At the PNAA Breakfast [Meeting](#) [2], Ceptara delivered a 60 minute talk that discussed two critical methods of innovating new technologies while at the same time satisfying current customers. Download the presentation material to learn how to better partner with your customer and to set yourself up to take advantage of disruptive technologies.

Please login or sign up to download this and other great resources.

[\[Login\]](#) [3] | [\[New User\]](#) [3]

- [Product Realization](#) [4]
- [Quality Excellence](#) [5]
- [Supply Chain Management](#) [6]

Source URL: <http://www.ceptara.com/paper/breaking-customer-chains-how-to-innovate-stay-focused-customer>

Links:

[1] <http://www.ceptara.com/blog/breaking-customer-chains-how-to-innovate-stay-focused-customer>

[2] <http://www.ceptara.com/contact/events/20090716PNAA>

[3] <http://www.ceptara.com/>

[4] <http://www.ceptara.com/taxonomy/term/7>

[5] <http://www.ceptara.com/taxonomy/term/3>

[6] <http://www.ceptara.com/taxonomy/term/5>