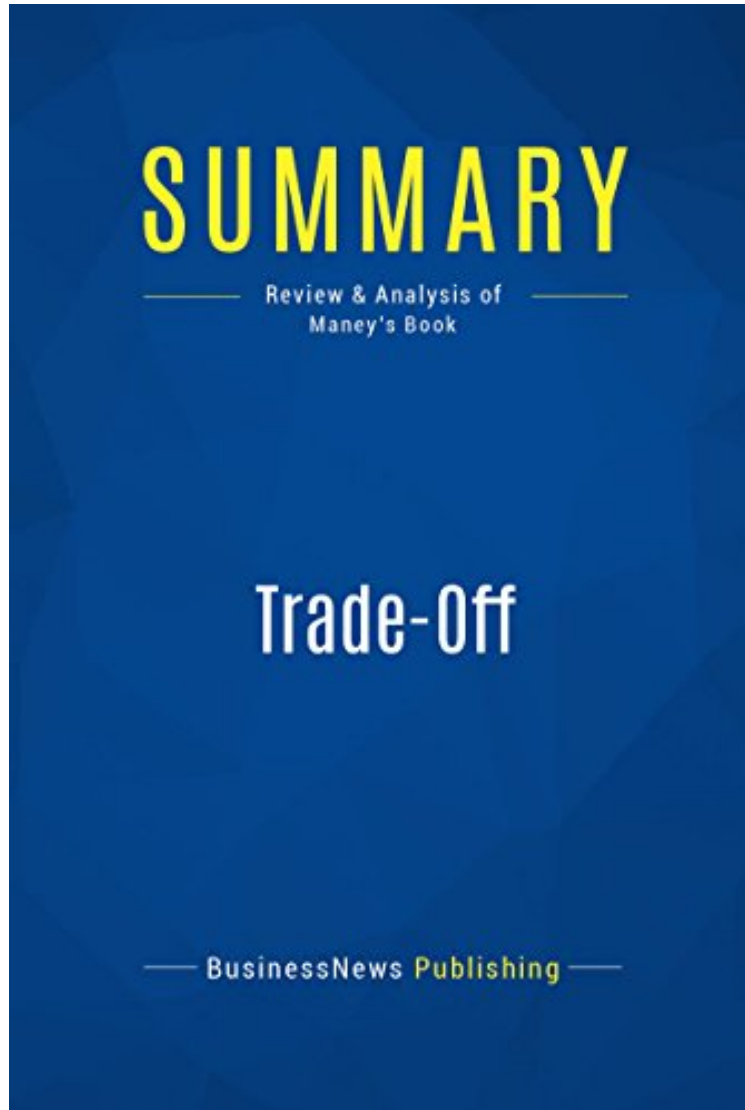


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The must-read summary of Kevin Maney's book: "Trade-Off: Why Some Things Catch On, and Others Don't". This complete summary of the ideas from Kevin Maney's book "Trade-Off" shows that all of us as consumers are constantly making a choice between products which offer high fidelity and those which offer superior convenience. In

his book, the author explains that it is this trade-off between conflicting forces which determines the success or failure of new products and services. This summary demonstrates how you can position yourself at either end of the spectrum in order to develop a successful product. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Trade-Off" and discover the key to offering the best products that consumers will love.