

When you jump to the next curve, it is okay to deliver something with elements of crappiness.

I'm not saying you should ship crap, I am saying that you should ship things that are revolutionary, innovative, on the next curve THAT HAVE elements of crappiness to it.

6- Let 100 Flowers Blossom.

It means that at the start of great innovation you may start TO THINK that you have in mind EXACTLY what your users and costumers should do with your product.

and you WILL BE surprised that people will use your product in ways you may have never anticipated. AND it will be people you may have not anticipated to be your users or costumers.

And when this occurs, Thank god that it is happening.

POSITIONING AND BRANDING ultimatly comes down to what the consumer decides. NOT what you decide.

So, with macintosh, they thought they had a spreadsheet, database and work processing machine.

But that wasn't what made macintosh successful. It was the oldest page maker.

Page maker created a field of flowers called "Desktop publishing". Desktop publishing IS what saved macintosh NOT what we thought (Spreadsheet, Database and work processing)

If we continued to be stubborn with our decision and focused on (Spreadsheet, Database and work processing) instead of working with the consumer and developing desktop publishing. Apple would be dead right now.

and this would be a different world, we'd all have phones with real keypads, we'd have a phone that its battery would last more than a day (funny remark)

Let 100 flowers blossom, don't be proud.

Tak a chance with branding and positioning yourself, but if your costumers say it's a desktop publishing machine, then you become a desktop publishing machoine.

7- Polarize people

Great products, innovations, services polarizes people!

Take TeVo for example:

—[00-lpeople that travel a lot will love TeVo, They need to time shift a lot of TV.

Then there are people who hate TeVo, and those are usually people who work in Large brands and advertising agencies.

The problem that is making them hate TeVo is that we normal people use TeVo to fast forward through ads.

So Polarizing is having everyone split into 2 sides. In this case, love and hate.