BETTER, NOT NEWER

WHY I’M AMBIVALENT ABOUT INNOVATION
PROBLEM #1

Innovation tends to be expensive
PROBLEM #2

Innovation is not inherently valuable
TWO EXAMPLES

• Platform (how much do you like iOS X.1.2.3?)

• Pricing (do you really care at all how the price was arrived at?)
CAN INNOVATION YIELD GREATER VALUE? OF COURSE IT CAN.

• However, even when it does, greater value is not a trump card.

• Affordability trumps value, every single time.
SHOUT AT ME HERE:

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