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TRADE-OFF: WHY SOME THINGS CATCH ON, AND OTHERS DON T

"Moving fidelity from Costs to the Benefits of Doing Business in the digital marketplace, Kevin Maney shows how the trade-off between fidelity and convenience can make or break a business." —DANIEL H. PINK, author of *A Whole New Mind*

Foreword by Jim Collins

Trade-Off



The Ever-Present Tension Between Quality and Convenience

Why Some Things Catch On, and Others Don t

Kevin Maney

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- Authored by Kevin Maney
- Released at 2010



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