



**If I had asked people what they wanted,
they would have said “faster horses”**

**– Henry Ford
(Ford Motor founder)**



**Market research is what you do
when your product isn't any good.**

**– Edwin Land
(Polaroid founder)**



Market research doesn't work for new products.

– Soichiro Honda
(Honda Motors founder)

A stack of papers and an open book are shown on a dark surface. The papers are fanned out, and the book is open, with the word "CHAPTER" visible on the right page. The lighting is dramatic, highlighting the edges of the papers and the text on the book pages.

The public does not know what is possible, but we do.

– Akio Morita
(Sony co-founder)



It's not the customer's job to know what they want.

**– Steve Jobs
(Apple co-founder)**



Don't do market research - it will either tell you what you already know, or put you off all together.

– James Dyson
(Dyson founder)




**A lot of times, people don't know what they want
until you show it to them.**

– Steve Jobs
(Apple co-founder)



Running a company on market research is like driving while looking in the rear view mirror.

**– Anita Roddick
(The Body Shop, founder)**



We figure out what we want. And I think we're pretty good at having the right discipline to think through whether a lot of other people are going to want it, too.

– Steve Jobs



**Carefully watch how people live, get an intuitive sense
as to what they might want and then go with it.
Don't do market research.**

– Akio Morita
(Sony co-founder)



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