**Video Title:** Sell Dreams, Not Products

**Video URL:** [**https://www.youtube.com/watch?v=EbtVvkSnS7A**](https://www.youtube.com/watch?v=EbtVvkSnS7A)

**Run Time/Source:** 2:43, Forbes/YouTube

**Close Caption Available:** Yes

Behavioral principles of innovation are presented in pages 360-362 of the textbook. Author Carmen Gallo focuses on what he considers to be to be the late Steve Jobs most important innovation secret—sell dreams not products. To have effective innovative products, it is necessary to satisfy customer needs. Customers care about themselves, rather than caring about your company or your products. Jobs believed that customers are the true creative spirit in bringing about product acceptance. The better you know your customers, the better you can satisfy their dreams.

*Questions for Thought and Discussion*

1. An online comment about this video said that Steve Jobs did not really focus on selling dreams. Instead he focused on making incredible products that he himself would like to own. What do you think?

2. If you are an Apple-product user, or know such a person well, what is the dream that Apple sells?

3. Suppose you are the marketing director at a company that makes mundane products such as portable toilets or shovels. How easy would it be for you to sell dreams?

4. Another online comment in response to his video is that Steve Jobs did not think about profits as his primary goal. Instead, he thought about how to make the best product, and profits would follow.

5. If Steve Jobs and company were so smart why did they continue to advertise their products with the grammatically incorrect statement, “Think Different”? It should be “Think Differently.” Notice that the presenter does not make the same error.