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Products that your customers will love--and that will work for your business.

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The basic premise of Inspired is that the best tech companies create products in a manner very different from how most companies create products. The goal of the book is to share the techniques of the best companies. This book is aimed primarily at Product Managers working

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Apple, BBC, Google, Microsoft, and Netflix—INSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love.

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Whether you're new to product management or have got some good product management experience under your belt, "Inspired: How To Create Tech Products Customers Love" is a great and valuable read.

Book review: "Inspired: How To

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Create Tech Products Customers Love

Introduction The tagline of this book by Marty Cagan sounds ambitious: “How to create tech products customers love”.

Book Summary: Inspired - Because Tech Rocks

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In *INSPIRED, Customers Love* management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work

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Product Organizations dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new

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Inspired - How to Create Tech Products Customers Love by Marty Cagan. From early startup stages to large redesign campaigns, every tech product company needs to follow an effective business plan if it wants to see long-term growth. Marty Cagan lays out a thorough and conclusive

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What is it about the top tech product companies such as Amazon, Apple, Google, Netflix and Tesla that enables

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Most people think it's because these companies are somehow able to find and attract a level of talent that makes this innovation possible. But the real advantage these companies have is not so much who they hire, but rather how they enable their people to work

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together to solve hard problems and create extraordinary products. As legendary Silicon Valley coach--and coach to the founders of several of today's leading tech companies--Bill Campbell said, "Leadership is about recognizing that there's a greatness in everyone, and your job is to create an

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environment where that greatness can emerge.” The goal of EMPOWERED is to provide you, as a leader of product management, product design, or engineering, with everything you’ll need to create just such an environment. As partners at The Silicon Valley Product Group, Marty

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Cagan and Chris Jones have long worked to reveal the best practices of the most consistently innovative companies in the world. A natural companion to the bestseller **INSPIRED, EMPOWERED** tackles head-on the reason why most companies fail to truly leverage the

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potential of their people to innovate: product leadership. The book covers: what it means to be an empowered product team, and how this is different from the “feature teams” used by most companies to build technology products recruiting and coaching the members of product teams, first to

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competence, and then to reach their potential creating an inspiring product vision along with an insights-driven product strategy translating that strategy into action by empowering teams with specific objectives—problems to solve—rather than features to build redefining the

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Relationship of the product teams to the rest of the company detailing the changes necessary to effectively and successfully transform your organization to truly empowered product teams EMPOWERED puts decades of lessons learned from the best leaders of the top technology

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Yet innovation is hard, risky and rarely successful. Most innovations and startups fail because of a lack of focus on the front end of the innovation process where customer needs are researched, insights are distilled, solutions are ideated, prototyped and tested and business models are

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shaped. But innovation doesn't have to be this way. In Innovator's Playbook, author and leading Design Thinking expert Nathan Baird shares his 20 years of hands-on experience, tools and methods for developing a winning customer-centric approach to innovation. This book will teach you

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team's creativity to create fresh new ideas to address customer needs. 5. Experiment and validate desirable, feasible and viable solutions. Innovator's Playbook helps entrepreneurs, corporate teams, startups and leaders across all levels to use design-led methodologies for

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start-to-finish innovation success.

To stay competitive in today's market, organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs. Companies that live and die by outputs often fall into the "build

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trap," cranking out features to meet their schedule rather than the customer's needs. In this book, Melissa Perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals. By

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Understanding how to communicate and collaborate within a company structure, you can create a product culture that benefits both the business and the customer. You'll learn product management principles that can be applied to any organization, big or small. In five parts, this book explores:

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Producing value through an iterative
product framework How to build a
culture focused on successful
outcomes over outputs

From Design Thinking to Design Doing
Innovators today are told to run loose
and think lean in order to fail fast and

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succeed sooner. But in a world
obsessed with the new, where cool
added features often trump actual
customer needs, it's the consumer
who suffers. In our quest to be more
agile, we end up creating products that
underwhelm. So how does a company
like Nest, creator of the mundane

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thermostat, earn accolades like “beautiful” and “revolutionary” and a \$3.2 billion Google buyout? What did Nest do differently to create a household product that people speak of with love? Nest, and companies like it, understand that emotional connection is critical to product

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Products Customers Love, repeatable design process that focuses squarely on consumer engagement rather than piling on features for features' sake. In this refreshingly jargon-free and practical book, product design expert Jon Kolko maps out this process, demonstrating

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how it will help you and your team
conceive and build successful,
emotionally resonant products again
and again. The key, says Kolko, is
empathy. You need to deeply
understand customer needs and
feelings, and this understanding must
be reflected in the product. In

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Successive chapters of the book, we see how leading companies use a design process of storytelling and iteration that evokes positive emotions, changes behavior, and creates deep engagement. Here are the four key steps: 1. Determine a product-market fit by seeking signals from

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Products Customers Love through each step, sharing eye-opening insights from his fifteen-year career in product design along the way. Whether you're a designer, a product developer, or a marketer thinking about your company's next offering, this book will forever change the way you think about—and

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Explore why: Identifying customer vs user problems is an enterprise project

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collaboration requires in-depth
knowledge of the organization
Analyzing data is key to understanding
why users buy and retain your product
Having experience in the industry
you're building products for is
valuable Product longevity depends on

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In today's lightning-fast technology world, good product management is critical to maintaining a competitive advantage. Yet, managing human beings and navigating complex product roadmaps is no easy task, and

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Walkingshaw draw on decades of
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approaches, styles, insights, and
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