
Inspired How To Create Products Customers Love

Business Agility

Product Management For Dummies

Swipe to Unlock

Presenting to Win

Product Management in Practice

A Modern Approach to Building Successful User-Centered Products

Techstars Lessons to Accelerate Your Startup

Drive Growth By Putting Product at the Center of Your Customer Experience

A Real-World Guide to the Key Connective Role of the 21st Century

Falling Into The Light

The Lean Product Playbook

Why Customer Behavior is the Key Metric for Business Success

Brick by Brick

What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services

How to Create Products Customers Love

The Product Book: How to Become a Great Product Manager

The Guide to Product Management for Innovators,

Leaders, and Entrepreneurs
How to Build Habit-Forming Products
Tools and Techniques to Become an Outstanding
Product Manager
Taking Flight!
Escaping the Build Trap
Inspired
Learn from the Stories of 25 Entrepreneurs
Who've Built Thriving Businesses
Well-Designed
Deliver Great Products That Customers Love
Lessons from a Silicon Valley Innovator
How We Made It in Africa
How to Innovate with Minimum Viable Products
and Rapid Customer Feedback
How to Use Empathy to Create Products People
Love
Ordinary People, Extraordinary Products
Project Management for Small Projects, Third
Edition
INSPIRED
Four Game-Changing Archetypes for Founders,
Leaders, and Impact Investors
Designing Products People Love
Hooked
How to Rethink Marketing for Tech Products
Sustainable Prosperity in a Relentlessly
Competitive World
Start at the End
Strong Product People

*Inspired How
To Create
Products
Customers
Love* *Downloaded
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CABRERA KEIRA

Business Agility John

Wiley & Sons
Thirty million presentations will be given today. Millions will fail. Millions more will be received with yawns. A rare few will establish the most profound connection, in which presenter and audience understand each other perfectly...discover common ground... and, together, decide to act. In this fully updated edition, Jerry Weissman, the world's #1 presentation consultant, shows how to connect with even the toughest, most high-level audiences...and move them to action! He teaches presenters of

all kinds how to dump those PowerPoint templates once and for all and tell compelling stories that focus on what's in it for the audience. Weissman's techniques have proven themselves with billions of dollars on the line. Thousands of his elite clients have already mastered them. Now it's your turn! • What you must do to tell your story
Focus before Flow:
identifying your real goals and message •
The power of the WIIFY: What's In It For You
Staying focused on what your audience really wants •
Capture your audience in 90 seconds... and never let go!
Opening Gambits and compelling linkages •
Master the art of online Web conferencing
Connecting with your

invisible audience •
 From brainstorming
 through delivery
 Crafting the Power
 Presentation, one step
 at a time Named by
 FORTUNE Magazine as
 a "Must-Read" "Jerry
 Weissman makes the
 challenge of producing
 and delivering effective
 presentations
 delightfully simple.
 Read it and benefit!"
 Tim Koogle, Founding
 CEO, Yahoo! "A great
 read for all of us who
 have ever struggled
 with any aspect of our
 public speaking skills.
 Presenting to Win
 contains the same
 timeless techniques
 that helped me [18]
 years ago." Jeff Raikes,
 former President,
 Microsoft Business
 Division, Microsoft
 Corporation, and CEO,
 Bill and Melinda Gates
 Foundation "Jerry is
 The Man when it comes

to making great
 pitches. If your pitch
 doesn't get a whole lot
 better after reading
 this book, something is
 wrong with you." Guy
 Kawasaki, Managing
 Director and Chairman,
 Garage Technology
 Ventures, and
 bestselling author of
 The Art of the Start
 "Presenting to Win is
 the shortest path to
 applause for any
 presenter. It will be
 your bible for the
 PowerPoint Age. It's
 loaded with easy
 actions and real
 examples that really
 work. I've used them. I
 know." Scott Cook,
 Founder, Intuit
Product Management
 For Dummies "O'Reilly
 Media, Inc."
 "Nobody asked you to
 show up." Every
 experienced product
 manager has heard
 some version of those

words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed! [Swipe to Unlock](#)
Penguin
"A project has to have

a goal, otherwise, how do you know you're done? In the old days of engineering, setting project goals wasn't that hard. But when you're making software products, done is less obvious. When is Microsoft Word done? When is Google done? Or Facebook? In reality, software systems are never done. So then how do we give teams a goal that they can work on? Mostly, we simply ask teams to build features-but features are the wrong way to go. We often build features that create no value. Instead, we need to give teams an outcome to achieve. Setting goals as outcomes sounds simple, but it can be hard to do in practice. This book is a practical guide to using

outcomes to guide the work of your team"-- Publisher's website.

Presenting to Win
Harvard Business Review Press
Revised and Updated, Featuring a New Case Study

How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive

"hook cycles," these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. *Hooked* is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. *Hooked* is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable

steps for building products people love. • Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products. *Product Management in Practice* Penguin
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 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 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: Why organizations ship features rather than cultivate the value those features represent How to set up a product organization that scales How product strategy connects a company's vision and economic outcomes back to the product activities How to identify and pursue the right opportunities for

producing value through an iterative product framework

How to build a culture focused on successful outcomes over outputs

A Modern Approach to Building Successful User-Centered Products John Wiley & Sons

Your one-stop guide to becoming a product management prodigy

Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential job—or simply aspire to break into a new role—Product Management For

Dummies gives you the tools to increase your skill level and manage products like a pro. From defining what product management is—and isn't—to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field. It offers plain-English explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product roadmaps, the people skills it takes to effectively influence and negotiate, and so much more. Create a winning strategy for your product

Gather and analyze customer and market feedback

Prioritize and convey requirements to engineering teams effectively Maximize revenues and profitability Product managers are responsible for so much more than meets the eye—and this friendly, authoritative guide lifts the curtain on what it takes to succeed.

Techstars Lessons to Accelerate Your Startup Wiley

How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In

INSPIRED, technology product 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 for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own 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 value for your customers, *INSPIRED* will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies, including Adobe, 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. The first edition of *INSPIRED*, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today's most-successful tech product companies, and the men and women behind every great product.

Drive Growth By
Putting Product at the
Center of Your
Customer Experience

John Wiley & Sons
The Art of Product
Management takes us
inside the head of a
product management
thought leader: all
about Silicon Valley
start-ups, thinking like
a customer, and the
creation of new
technology products
A Real-World Guide to
the Key Connective

Role of the 21st
Century Booksurge
Publishing
It's easier than ever to
build a new product.
But developing a great
product that people
actually want to buy
and use is another
story. Build Better
Products is a hands-on,
step-by-step guide that
helps teams
incorporate strategy,
empathy, design, and

analytics into their
development process.
You'll learn to develop
products and features
that improve your
business's bottom line
while dramatically
improving customer
experience.

Falling Into The Light
Speak

How do today's most
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Google, Facebook,
Netflix, Tesla—design,
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the products that have
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The Lean Product Playbook John Wiley & Sons

The missing manual on how to apply Lean Startup to build

products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts,

many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve

product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable,

hands-on resource.

Why Customer Behavior is the Key Metric for Business Success John Wiley & Sons

Practical advice from some of today's top early stage investors and entrepreneurs TechStars is a mentorship-driven startup accelerator with operations in three U.S. cities. Once a year in each city, it funds about ten Internet startups with a small amount of capital and surrounds them with around fifty top Internet entrepreneurs and investors.

Historically, about seventy-five percent of the companies that go through TechStars raise a meaningful amount of angel or venture capital. Do More Faster: TechStars Lessons to Accelerate

Your Startup is a collection of advice that comes from individuals who have passed through, or are part of, this proven program. Each vignette is an exploration of information often heard during the TechStars program and provides practical insights into early stage entrepreneurship. Contains seven sections, each focusing on a major theme within the TechStars program, including idea and vision, fundraising, legal and structure, and work/life balance Created by two highly regarded experts in the world of early stage investing Essays in each section come from the experienced author team as well as TechStar mentors,

entrepreneurs, and founders of companies. While you'll ultimately have to make your own decisions about what's right for your business, *Do More Faster: TechStars Lessons to Accelerate Your Startup* can get your entrepreneurial endeavor headed in the right direction. *Brick by Brick* 5D Vision Publishing

Product management has become a critical connective role for modern organizations, from small technology startups to global corporate enterprises. And yet the day-to-day work of product management remains largely misunderstood. In theory, product management is about building products that people love. The real-world practice of product management

is often about difficult conversations, practical compromises, and hard-won incremental gains. In this book, author Matt LeMay focuses on the CORE connective skills—communication, organization, research, execution—that can build a successful product management practice across industries, organizations, teams, and toolsets. For current and would-be product managers, this book explores: Real-world tactics for facilitating collaboration and communication How to talk to users and work with executives The importance of setting clear and actionable goals Using roadmaps to connect and align your team A values-first approach to

implementing Agile practices Stories that convey realities of product management in the field Common behavioral traps that turn good product managers bad Berrett-Koehler Publishers
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 outline for any product manager looking to give his or her organization and infrastructure a boost. Balanced on the axes of innovation, execution, autonomy,

and collaboration, Inspired: How to Create Tech Products Customers Love offers advice and guidance relevant to juniors and veterans of the trade alike. Anticipate a certain amount of failure-use it as leverage to qualitatively analyze data and as motivation to keep inventing. Do you want to build winning products? Why read this summary: Save time Understand the key concepts Notice: This is a INSPIRED: HOW TO CREATE TECH PRODUCTS CUSTOMERS LOVE Book Summary. NOT THE ORIGINAL BOOK. *What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services* John Wiley & Sons

From the founder of the award-winning website (www.howwemadeitinafrica.com) comes the stories of 25 entrepreneurs who've built thriving businesses. * Be inspired by the experiences of Africa's most dynamic entrepreneurs * Gain insight into the continent's business opportunities * Find the courage to make your own dreams and ambitions become a reality Discover why Ken Njoroge is building a billion-dollar pan-African digital payments company (it is not because he wants to drive a Ferrari); Find out how Jean de Dieu Kagabo grew a Rwanda-based industrial group from a simple product: toilet paper; And be inspired

by the extraordinary tale of Hassan Bashir who created a booming insurance company from nothing but grit and persistence. Each entrepreneur's story is told in an honest manner, not shying away from the mistakes made and the considerable hurdles they had to overcome. And there were many tough times: from being betrayed by long-time senior managers to losing vast sums of money because of poor market research. Pursuing their business ambitions also had a toll on their personal lives: one entrepreneur was too broke to afford diapers for his baby, while another had to sell her house to keep the company alive. MEET THE ENTREPRENEURS 1.

- Ken Njoroge (Kenya): The long, hard journey to build a billion-dollar company 2. Tseday Asrat (Ethiopia): A modern twist on Ethiopia's coffee culture 3. Tumi Phake (South Africa): Flexing his entrepreneurial muscles to exploit a gap in the fitness industry 4. Monica Musonda (Zambia): Instant noodle pioneer 5. Hassan Bashir (Kenya): An insurance firm created from nothing but grit and persistence 6. Ebele Enunwa (Nigeria): A \$50-million food and retail empire 7. Tayo Oviolu (Nigeria): The entrepreneur who traded in his Silicon Valley life to bring mobile money to Nigerians 8. Navalayo Osembo (Kenya): How to make a Kenyan running shoe 9. Jean de Dieu Kagabo (Rwanda): Rwandan industrialist always hunting for the next big business idea 10. Addis Alemayehou (Ethiopia): Serial entrepreneur bringing the world to Ethiopia 11. Kasope Ladipo-Ajai (Nigeria): Nigerian cooking made convenient 12. Chijioke Dozie (Nigeria): Leveraging past experiences to disrupt the banking industry 13. Sylvester Chauke (South Africa): Marketer with a passion to take African brands global 14. Yoadan Tilahun (Ethiopia): Showing Ethiopia how to throw an event 15. Mossadeck Bally (Mali): West African hotel group built on an appetite for risk 16. Jennifer Bash (Tanzania): Adding value to everyday

staples 17. Jesse Moore (Kenya): Thinking out of the box to power over 600 000 homes with solar energy 18. Twapewa Kadhikwa (Namibia): How one hair salon became a group of companies 19. Jacques de Vos (South Africa): Growing a high-impact tech business one problem statement at a time 20. Nana Akua Birmeh (Ghana): Architect breaking glass ceilings 21. Nelly Tuikong (Kenya): Kenyan beauty brand taking on global giants 22. Dr Hend El Sherbini (Egypt): From a small Egyptian family business to a London-listed healthcare giant 23. Nj Ayuk (Cameroon): A lawyer on the road less travelled 24. Polo Leteka (South Africa): The investor who spots opportunity where others see risk 25. Ashley Uys (South Africa): Diagnostic hustler ABOUT THE AUTHOR Jaco Maritz is CEO of Maritz Africa, publisher of the award-winning pan-African online business publication How we made it in Africa. Jaco holds a BA in Information Science from USB. He started his career at South African media company Media24, working on the websites of some of the country's most well-known newspapers. He went on to become editor of TradeInvestNigeria, after which he founded Maritz Africa. When not building Maritz Africa, Jaco enjoys investing in other businesses. He is a regular speaker on business in Africa. [How to Create Products Customers Love](#) FT

Press
Why are some products a hit while others never see the light of day? While there's no foolproof way to tell what will succeed and what won't, every product has a chance as long as it's supported by research, careful planning, and hard work. -Written by successful product manager Marc Abraham, *My Product Management Toolkit* is a comprehensive guide to developing a physical or digital product that consumers love. Here's a sample of what you'll find within these pages: Strategies for determining what customers want-even when they don't know themselves Clear suggestions for developing both

physical and digital products Effective methods to constantly iterate a product or feature Containing wisdom from Abraham's popular blog, this book explores product management from every angle, including consumer analysis, personnel management, and product evolution. Whether you're developing a product for a small start-up or a multinational corporation, this book will prove invaluable. *The Product Book: How to Become a Great Product Manager* John Wiley & Sons From Design Thinking to Design Doing Innovators today are told to run loose and think lean in order to fail fast and 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 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 development. And they use a clear, 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 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 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 communities of users.

2. Identify behavioral insights by conducting ethnographic research.
3. Sketch a product strategy by synthesizing complex research data into simple insights.
4. Polish the product details using visual representations to simplify complex ideas.

Kolko walks the reader 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 create—successful products.

The Guide to Product

Management for Innovators, Leaders, and Entrepreneurs
INSPIRED How to Create Tech Products Customers Love

"Radical Focus is a must-read for anyone who wants to accomplish out-sized results. Christina does a great job showing both the why and the how of OKRs. Avoid the all-too-common mistakes by reading this book first." -

Teresa Torres, author Continuous Discovery Habits "This book is useful, actionable, and actually fun to read! If you want to get your team aligned around real, measurable goals, Radical Focus will teach you how to do it quickly and clearly." -

Laura Klein, Principal, Users Know The award-winning author of The Team That Managed

Itself and Pencil Me In returns with a new and expanded edition of her landmark book on OKRs. If you've ever wanted to know how to use OKRs, or why yours might not be working, Radical Focus teaches you everything you need to achieve your goals. The author pulls from her experience with Silicon Valley's hottest companies to teach practical insights on OKRs in the form of a fable. When Hanna and Jack receive an ultimatum from the only investor in their struggling tea supply company, they must learn how to employ Objectives and Key Results (OKRs) with radical focus to get the right things done. Using Hanna and Jack's story, Wodtke walks readers through how to inspire a diverse team

to work together in pursuit of a single, challenging goal, and how to stay motivated despite setbacks and failures. Radical Focus has been translated into six languages and sold more than 50,000 copies. Now, the second edition of her OKR manifesto proves that Wodtke's business strategies are essential in a world where focus seems to be a more and more unreachable goal. The updated version includes 22,000 words of all-new material designed to help OKR users in larger companies create, grade, and manage OKRs in ways that accelerate success and drive rapid organizational learning. Ready to move your team in the right direction? Read this book together, and

learn Wodtke's powerful system for attaining your most important goals with radical focus.

How to Build Habit-Forming Products

McGraw Hill Professional

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 it's rare to find a product leader who can steward a digital product from concept to launch without a couple of major hiccups. Why do some product leaders succeed while others don't? This insightful book presents interviews with nearly

100 leading product managers from all over the world. Authors Richard Banfield, Martin Eriksson, and Nate Walkingshaw draw on decades of experience in product design and development to capture the approaches, styles, insights, and techniques of successful product managers. If you want to understand what drives good product leaders, this book is an irreplaceable resource. In three parts, *Product Leadership* helps you explore: Themes and patterns of successful teams and their leaders, and ways to attain those characteristics Best approaches for guiding your product team through the startup, emerging, and

enterprise stages of a company's evolution
 Strategies and tactics for working with customers, agencies, partners, and external stakeholders
Tools and Techniques to Become an Outstanding Product Manager Petra Wille - Strong Product People
 How do today's most successful tech companies Amazon, Google, Facebook, Netflix, Tesla design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than most tech companies. In *INSPIRED*, technology product 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 for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own 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,

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