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Inspired: How to Create Products Customers Love by Marty Cagan is a well-written book detailing the process of creating a product. Cagan starts from the beginning with the key roles of team members, takes you through the development process and finishes with marketing and selling your product.

Inspired: How to Create Products People Love by Marty

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â€œINSPIRED was an invaluable resource to me and the Heroku team when we were scaling through the challenging 50-150 employee phase.

INSPIRED: How to Create Tech Products Customers Love

Filled with the authorâ€™s own personal storiesâ€”and profiles of some of todayâ€™s most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflixâ€”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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manager's silver bullet, without any discussion on when building this prototype could be problematic.7) Lack of 'features discussions'. What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and

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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 loveâ€”and that will work for your business.

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Inspired: How To Create Products Customers Love. by Marty Cagan (2008) Introduction Ten Truths 1. The job of the product manager is to discover a product that is valuable, usable, and feasible. 2. Product discovery is a collaboration between the product manager, interaction designer, and software architect. 3.

[Book Notes] Inspired by Marty Cagan | Prototype

Inspired is invaluable to anyone who works for a tech company. It captures the Product Management role in a company, as well as other essential roles (executives, general management, developers, designers, user experience analysts, software testers) on a team in creating valuable tech products.

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The phone-maker sent Wygand a gag order telling him that in return for a comparable phone he would have to remove the first YouTube video and not create any more videos on the subject.

Inspired: How To Create Products Customers Love Marty

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