

Inspired How To Create Tech Products Customers Love

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.

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.

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.

If you're new to software product management or just want to learn more about it, there's plenty of advice available—but most of it is geared toward consumer products. Creating high-quality software for the enterprise involves a much different set of challenges. In this practical book, two expert product managers provide straightforward guidance for people looking to join the thriving enterprise market. Authors Blair Reeves and Benjamin Gaines explain critical differences between enterprise and consumer products, and deliver strategies for overcoming challenges when building for the enterprise. You'll learn how to cultivate knowledge of your organization, the products you build, and the industry you serve. Explore why: Identifying customer vs user problems is an enterprise project manager's main challenge Effective 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 knowing where the industry is headed

The Symptoms of My Insanity

Taking Flight!

Strong Product People

Product Strategy and Product Roadmap Practices for the Digital Age

Product Management For Dummies

Master the DISC Styles to Transform Your Career, Your Relationships...Your Life

User Story Mapping

Designing Products People Love

When you're a hypochondriac, there are a million different things that could be wrong with you, but for Izzy, focusing on what could be wrong might be keeping her from dealing with what's really wrong.

A world-renowned innovation guru explains practices that result in breakthrough innovations "Ulwick's outcome-driven programs bring discipline and predictability to the often random process of innovation." -Clayton Christensen For years, companies have accepted the underlying principles that define the customer-driven paradigm--that is, using customer "requirements" to guide growth and innovation. But twenty years into this movement, breakthrough innovations are still rare, and most companies find that 50 to 90 percent of their innovation initiatives flop. The cost of these failures to U.S. companies alone is estimated to be well over \$100 billion annually. In a book that challenges everything you have learned about being customer driven, internationally acclaimed innovation leader Anthony Ulwick reveals the secret

weapon behind some of the most successful companies of recent years. Known as "outcome-driven" innovation, this revolutionary approach to new product and service creation transforms innovation from a nebulous art into a rigorous science from which randomness and uncertainty are eliminated. Based on more than 200 studies spanning more than seventy companies and twenty-five industries, Ulwick contends that, when it comes to innovation, the traditional methods companies use to communicate with customers are the root cause of chronic waste and missed opportunity. In *What Customers Want*, Ulwick demonstrates that all popular qualitative research methods yield well-intentioned but unfitting and dreadfully misleading information that serves to derail the innovation process. Rather than accepting customer inputs such as "needs," "benefits," "specifications," and "solutions," Ulwick argues that researchers should silence the literal "voice of the customer" and focus on the "metrics that customers use to measure success when executing the jobs, tasks or activities they are trying to get done." Using these customer desired outcomes as inputs into the innovation process eliminates much of the chaos and variability that typically derails innovation initiatives. With the same profound insight, simplicity, and uncommon sense that propelled *The Innovator's Solution* to worldwide acclaim, this paradigm-changing book details an eight-step approach that uses outcome-driven thinking to dramatically improve every aspect of the innovation process--from segmenting markets and identifying opportunities to creating, evaluating, and positioning breakthrough concepts. Using case studies from Microsoft, Johnson & Johnson, AIG, Pfizer, and other leading companies, *What Customers Want* shows companies how to: Obtain unique customer inputs that make predictable innovation possible Recognize opportunities for disruption, new market creation, and core market growth--well before competitors do Identify which ideas, technologies, and acquisitions have the greatest potential for creating customer value Systematically define breakthrough products and services concepts Innovation is fundamental to success and business growth. Offering a proven alternative to failed customer-driven thinking, this landmark book arms you with the tools to unleash innovation, lower costs, and reduce failure rates--and create the products and services customers really want.

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, 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.

Land that Dream Product Manager Job... TODAY Seeking a product management position? Get *Decode and Conquer*, the world's first book on preparing you for the product management (PM) interview. Author and professional interview coach, Lewis C. Lin provides you with an industry insider's perspective on how to conquer the most difficult PM interview questions. *Decode and Conquer* reveals: Frameworks for tackling product design and metrics questions, including the CIRCLES Method(tm), AARM Method(tm), and DIGS Method(tm) Biggest mistakes PM candidates make at the interview and how to avoid them Insider tips on just what interviewers are looking for and how to answer so they can't say NO to hiring you Sample answers for the most important PM interview questions Questions and answers covered in the book include: Design a new iPad app for Google Spreadsheet. Brainstorm as many algorithms as possible for recommending Twitter followers. You're the CEO of the Yellow Cab taxi service. How do you respond to Uber? You're part of the Google Search web spam team. How would you detect duplicate websites? The billboard industry is under monetized. How can Google create a new product or offering to address this? Get the Book that's Recommended by Executives from Google, Amazon, Microsoft, Oracle & VMWare... TODAY

Answers to Product Management Interviews

How to Innovate with Minimum Viable Products and Rapid Customer Feedback

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

Building Products for the Enterprise

A Whole Company Approach to Delivering Exceptional Customer Experiences

Outcomes Over Output

Lessons from a Silicon Valley Innovator

How to Use Empathy to Create Products People Love

"Solving Product lays out the territory, helps you see where you are, and gets you back on track when you're in the ditch." – Amanda Robinson, Product Manager at Salesfloor -

Solving Product isn't your typical business book. It's not a book that was written to be read front to back, then simply put away. Solving Product was carefully designed to help product teams and entrepreneurs reveal the gaps in their business models, find new avenues for growth, and systematically overcome their next hurdles by leveraging the greatest resource at their disposal: customers. No matter where you are in the product growth cycle—at the idea stage, at maturity, or somewhere in between—Solving Product will help you: - Gain clarity: Reveal gaps and blindspots, know exactly what challenges you're facing; - Overcome blockers: Lay out clear action plans to fix the most pressing issues and get your business moving forward, fast; - Ignite growth: Find new approaches to get your product growing. The book contains more than 25 case studies and actionable advice from hundreds of product leaders and customer research experts. Solving Product offers a simple, unique, and wildly powerful business compass. It's a book you'll find yourself going back to, time and time again.

The relentless pursuit of industrial efficiency no longer yields the profits it once did because it requires a level of business predictability that no longer exists. Instead, the Internet and global video and telecom systems provide a massive and continuous flow of data that causes the whole world to behave like a giant stock market, with all the volatility and uncertainty that goes along with such markets. Responsiveness now trumps efficiency. By being responsive to the evolving needs and desires of specific groups of customers, companies can wrap their products and services in a tailored blanket of value-added services to consistently earn an additional four percent or more gross margin than they would otherwise earn for the product or service alone. This customer and market specialization is the most promising and the most sustainable source of profits in our fluid, real-time economy. Part of the Microsoft Executive Leadership Series, Business Agility discusses the three fundamental process loops that drive an agile enterprise and how they work together to deliver the responsiveness that generates profits in a high-change economy. Providing strategies for innovative and pragmatic use of people, process, and technology to drive operations in an agile enterprise, this book reveals the principles of the agile enterprise, backed by real-world case studies from the author's own experience. Michael Hugos is a speaker, writer, and practitioner in IT and business agility, and agile system development methods. He writes a column for Computerworld and a blog titled "Doing Business in Real Time" for CIO magazine.

This book will help you become a better product leader. Benefitting from Roman Pichler's extensive experience, you will learn how to align stakeholders and guide development teams even in challenging circumstances, avoid common leadership mistakes, and grow as a leader. Written in an engaging and easily accessible style, How to Lead in Product Management offers a wealth of practical tips and strategies. Through helpful examples, the book illustrates how you can directly apply the techniques to your work. Coverage includes: * Choosing the right leadership style * Cultivating empathy, building trust, and influencing others * Increasing your authority and empowering others * Directing stakeholders and development teams through common goals * Making decisions that people will support and follow through * Successfully resolving disputes and conflicts even with senior stakeholders * Listening deeply to discover and address hidden needs and interests * Practising mindfulness and embracing a growth mindset to develop as a leader Praise for How to Lead in Product Management: "Roman has done it again, delivering a practical book for the product management community that appeals to both heart and mind. How to Lead in Product Management is packed with concise, direct, and practical advice that addresses the deeper, personal aspects of the product leadership. Roman's book shares wisdom on topics including goals, healthy interactions with stakeholders, handling conflict, effective conversations, decision-making, having a growth mindset, and self-care. It is a must read for both new and experienced product people." ~Ellen Gottesdiener, Product Coach at EBG Consulting "Being a great product manager is tough. It requires domain knowledge, industry knowledge, technical skills, but also the skills to lead and inspire a team. Roman Pichler's How to Lead in Product Management is the best book I've read for equipping product managers to lead their teams." ~Mike Cohn, Author of Succeeding with Agile, Agile Estimating and Planning, and User Stories Applied "This is the book that has been missing for product people. Roman has created another masterpiece, a fast read with lots of value. It's a must read for every aspiring product manager." ~Magnus Billgren, CEO of Tolpagorni Product Management "How Lead in Product Management is for everyone who manages a product or drives important business decisions. Roman lays out the key challenges of product leadership and shows us ways of thoughtfully working with team members, stakeholders, partners, and the inevitable conflicts." ~Rich Mironov, CEO of Mironov Consulting and "Smokejumper" Head of Product

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.

The Art of Product Management
My Product Management Toolkit
The Product Book: How to Become a Great Product Manager

INSPIRED

Tools and Techniques to Become an Outstanding Product Manager
The Non-coder's Guide to Technology and the Business Strategy Behind it
Hooked

Product Management in Enterprise Software

With more than 50,000 copies sold in Denmark, this book has been on the bestseller list since its publication in 2017. Barack Obama used a secret competitive advantage to win two elections. Companies such as Google, Amazon and Novo Nordisk use the same insight to stir up innovation, increase compliance, improve the work environment and sell more products. And successful management groups in the C20 index have started using it as their preferred strategy. But what kind of insight are we talking about here? The answer is - behavioural design. Because people in the real world don't actually behave like the people we build all our usual strategies for. We are opposing human biology and psychology when we insist that good arguments, burning platforms, classic change management, pamphlets, campaigns, and joint meetings are the way to go. Obama, Google and all the rest have instead opted to use an evidence-based approach to change behaviour, and when you've read I'm Afraid Debbie From Marketing Has Left for the Day, you can adopt this approach as well. In his book, Morten Münster has converted 40 years of research in human behaviour into an easily accessible method composed of four steps - a helping hand to all managers and employees who are thirsting for alternatives to conventional means. A playbook on product-led strategy for software product teams There's a common strategy used by the fastest growing and most successful businesses of our time. These companies are building their entire customer experience around their digital products, delivering software that is simple, intuitive and delightful, and that anticipates and exceeds the evolving needs of users. Product-led organizations make their products the vehicle for acquiring and retaining customers, driving growth, and influencing organizational priorities. They represent the future of business in a digital-first world. This book is meant to help you transform your company into a product-led organization, helping to drive growth for your business and advance your own career. It provides: A holistic view of the quantitative and qualitative insights teams need to make better decisions and shape better product experiences. A guide to setting goals for product success and measuring progress toward meeting them. A playbook for incorporating sales and marketing activities, service and support, as well as onboarding and education into the product Strategies for soliciting, organizing and prioritizing feedback from customers and other stakeholders; and how to use those inputs to create an effective product roadmap The Product-Led Organization: Drive Growth By Putting Product at the Center of Your Customer Experience was written by the co-founder and CEO of Pendo—a SaaS company and innovator in

building software for digital product teams. The book reflects the author's passion and dedication for sharing what it takes to build great products.

INSPIRED How to Create Tech Products Customers Love John Wiley & Sons

You just got hired! Congrats! Now what? It takes most new product managers six to eight months to reach full productivity. Most companies and managers don't have onboarding training designed specifically for product managers. This means you would spend half of your first year haphazardly gathering the bits of information you need to be an effective product manager. *Every Product Manager's First 90 Days* is the solution to this problem. With over 40 interactive exercises and 90 questions, you will systematically work your way through your company discovering the knowledge necessary to be successful. *Know Your Role* - Learn your responsibilities and what others expect of you. *Know Your Team* - Learn who does what and what strengths they bring to the organization. *Know Your Stakeholders* - Learn which people you need input from on each aspect of the product and who to ignore. *Know Your Customer* - Learn who uses your product and how they use it. *Know Your Competition* - Learn who you are up against and what makes your product unique in the marketplace. *Know Your History* - Learn how the product has evolved and how that impacts the future. *Know Your Product* - Learn your product inside and out. *Know Your Numbers* - Learn what metrics are critical to focus on. *Know Your Marketing* - Learn what channels work and how your product is portrayed. *Know Your Sales* - Learn what closes a sale and what is being promised to customers. *Know Your Future Product* - Learn how you approach product management and what that means for where the product is headed.

How Effective Product Management Creates Real Value

The Weaponization of Social Media

Business Agility

Strategize

Escaping the Build Trap

How Great Designers Create Successful Products

Why Customer Behavior is the Key Metric for Business Success

Optimize the customer experience via the cloud to gain a powerful competitive advantage *Customer Obsessed* looks at customer experience through the lens of the cloud to bring you a cutting-edge handbook for customer experience. Cloud technology has been hailed as a game-changer, but a recent IDC report shows that it accounts for less than three percent of total IT spending; why are so many companies neglecting such an enormous asset? This book provides a high-level overview of how the cloud can give you a competitive advantage. You'll learn how to integrate cloud technology into sound customer experience strategy to achieve unprecedented levels of success. More than just a state-of-the-field assessment, this book offers a set of concrete actions you can take today to leverage cloud computing into technical innovation and better business outcomes at all levels of your organization. You'll examine the many factors that influence the customer experience, and emerge with the insight to fine-tune your approach using the power of the cloud. What kind of advantage is your company leaving on the table? This book guides you through the key drivers of customer success to help you optimize your approach and leverage the future of global technology. Learn the keys to competitive advantage in the digital era Gain insight into each element that affects customer experience Harness the power of the cloud to achieve customer success Follow a prescriptive framework for optimizing customer experience We are in the golden age of IT innovation, but the majority of companies haven't even adopted cloud technology, much less begun to utilize its full business capabilities. Jump into the gap now, and reap the benefits as others struggle to catch up. *Customer Obsessed* gives you the guidance you need to achieve sustainable success in today's digital world.

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.

User story mapping is a valuable tool for software development, once you understand why and how to use it. This insightful book examines how this often misunderstood technique can help your team stay focused on users and their needs without getting lost in the enthusiasm for individual product features. Author Jeff Patton shows you how changeable story maps enable your team to hold better conversations about the project throughout the development process. Your team will learn to come away with a shared understanding of what you're attempting to build and why. Get a high-level view of story mapping, with an exercise to learn key concepts quickly Understand how stories really work,

and how they come to life in Agile and Lean projects Dive into a story's lifecycle, starting with opportunities and moving deeper into discovery Prepare your stories, pay attention while they're built, and learn from those you convert to working software

It is almost impossible to keep up with the pace and direction in which business and technology are moving today. ARTIFICIAL INTELLIGENCE. AUTOMATION. BLOCKCHAIN. BIG DATA. INTERNET OF THINGS. THE FOURTH INDUSTRIAL REVOLUTION. Who actually knows what any of these concepts mean for their business, much less how to integrate them? Things are moving at a faster pace than ever before and trying to keep up has become intimidating and overwhelming. It's tempting to bury your head in the sand than try to make head or tail of it all. But none of the buzzwords actually matter! You don't have to jump aboard every single change and adjustment in the market, or trade in your suit for a T-shirt, jeans and sneaker combo. If you have the right context, it's a lot simpler to understand and use technological shifts as an opportunity to transform your business. Tech Adjacent is about understanding the principles of tech and its pace, hearing the footsteps of where it might be going, knowing how disruption and innovation work tangibly and, most importantly, leveraging it for your individual exponential success. Innovation is contextual, so while Uber, Airbnb and Facebook are grandiose Silicon Valley success stories, they have little relevance in the African market. This book shares stories and case studies of African businesses, exposing who is getting disrupted as we speak and why, as well as how new companies are leading the next wave of growth. Mushambi Mutuma's experience and expertise in both business and as a tech entrepreneur give real-life context to rapid change, unlocking future opportunities and offering tools to predict where your audience and industry are heading. He sells no big ideas, but genuinely shares his unique perspectives and know-how to help whoever he can in the process. Tech Adjacent isn't just another book on growing your business in 100 days, nor is it dry academic theory. It is the guidebook for not only surviving but excelling in a world of exponential growth. Whether you are a start-up entrepreneur or a corporate executive, this guide is a must for both present and future leaders. Don't get left behind!

Reveal Gaps, Ignite Growth, and Accelerate Any Tech Product with Customer Research

Modern CTO

Sustainable Prosperity in a Relentlessly Competitive World

A Complete Guide to Developing Great Product Managers

Product Management in Practice

The Lean Product Playbook

How to Build Habit-Forming Products

How to Create Tech Products Customers Love

Social media has been weaponized, as state hackers and rogue terrorists have seized upon Twitter and Facebook to create chaos and destruction. This urgent report is required reading, from defense experts P.W. Singer and Emerson T. Brooking.

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.

What is it about the top tech product companies such as Amazon, Apple, Google, Netflix and Tesla that enables their record of consistent innovation? 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 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 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 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

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 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 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 companies in your hand as a guide. It shows you how to become the leader your team and company needs to not only survive but thrive.

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.

Decode and Conquer

Using Outcome-Driven Innovation to Create Breakthrough Products and Services

Customer Obsessed

Ordinary People, Extraordinary Products

Solving Product

Innovating Women

EMPOWERED

How Top Product Managers Launch Awesome Products and Build Successful Teams

Create a winning game plan for your digital products with Strategize: Product Strategy and Product Roadmap Practices for the Digital Age. Using a wide range of proven techniques and tools, author Roman Pichler explains how to create effective strategies and actionable roadmaps to help you maximize your chances of creating successful products. Written in an engaging and no-nonsense style, Strategize offers practical advice and valuable examples so that you can apply the practices directly to your products. Comprehensive and insightful, the book will enable you to make the right strategic decisions in today's dynamic digital age. Praise for "Strategize": ""Strategize" offers a comprehensive approach to product strategy using the latest practices geared specifically to digital products. Not just theory, the book is chock-full of real-world examples, making it easier to apply the principles to your company and products. "Strategize" is essential reading for everyone in charge of products: product executives, product managers, and product owners." Steve Johnson, Founder at Under10 Consulting, author, speaker, consultant, guitar player. "Whether you are new to product management or an experienced practitioner, "Strategize" is a must read. You are guaranteed to get new ideas about how to develop or improve your product strategy and how to execute it successfully. It's an essential addition to every product manager's reading list." Marc Abraham, Senior Product Manager at Notonthehighstreet.com. "Roman Pichler's latest book provides essential guidance for all product owners and anyone involved in product strategy or roadmapping. I highly recommend it." Mike Cohn, Author of "Succeeding with Agile," "Agile Estimating and Planning," and "User Stories Applied"

Everything you need to know to be a Modern CTO. Developers are not CTOs, but developers can learn how to be CTOs. In Modern CTO, Joel Beasley provides readers with an in-depth road map on how to successfully navigate the unexplored and jagged transition between these two roles. Drawing from personal experience, Joel gives a refreshing take on the challenges, lessons, and things to avoid on this journey. Readers will learn how Modern CTOs: Manage deadlines Speak up Know when to abandon ship and build a better one Deal with poor code Avoid getting lost in the product and know what UX mistakes to watch out for Manage people and create momentum ... plus much more Modern CTO is the ultimate guidebook on how to kick start your career and go from developer to CTO.

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

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

The Exponential Guide to Leveraging Technology for Business Success

The Product-Led Organization

Swipe to Unlock

Product Leadership

The Changing Face of Technology

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

Likewar

Discover the Whole Story, Build the Right Product

The Purple Morrow is destroyed. However, its promise endures in the form of a champion, mankind's only hope against

the destruction spawned by an ancient, sinister evil. The Rovers have invaded the Southernlands, forcing the inhabitants deeper south for respite. Ex-Rover commander Kelen arrives in Swill, a defunct desert town, with revenge in mind. There he encounters the Shadow Man who reveals the truth of his past, including the disturbing origin of a mysterious mark on his forearm. Kelen tries to fight destiny, but soon learns the Shadow will not relent until a terrible prophecy is fulfilled. As Marathana quails under the threat of burgeoning darkness, Jeru's clan looks to him to lead. Jeru, however, knows his path lies elsewhere. Leaving everything behind, he braves the Badlands, a hellish desert only the hardiest dare go, to find the Storyteller who can awaken the latent spirit of the Papilion within him. Jeru learns much in that place of desolation, including one truth which could turn destiny on its head. Now more than ever, Kelen, the Wolf of the North, threatens everything he holds dear. Jeru must choose: save those he loves, or sacrifice them to save Marathana.

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

Are you a product leader looking for advice on how to be certain that every product manager on your team lives up to their full potential? Do you want to make sure your product people are competent, empowered, and inspired, and would you like to know how you can best help them on this journey? If you answered "yes" to any of these questions, then this book is for you! By the end of this book, you will understand: - Why you need to focus on the personal development of every product manager-and of the team as a whole-to unlock their full potential. - Why coaching is an important part of your job, and how to do it in the most effective way. - How you can define what a good product manager looks like. - How you can accurately assess product managers and provide them with valuable, actionable, and helpful feedback on their current performance that will help them perform even better. - Which methods/frameworks you can use to make sure product managers learn what they need to know to be more effective-enhancing their people skills. And you will be able to: - Reflect on your own coaching personality and define your own areas for development. - Efficiently prepare and use one-on-ones as your main coaching tool.

"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.

A Workbook for New Product Managers

Becoming a Product-Driven Company

Tech Adjacent

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

How to Use Behavioural Design to Create Change in the Real World

Transformed

I'm Afraid Debbie From Marketing Has Left for the Day

How to Lead in Product Management: Practices to Align Stakeholders, Guide Development Teams, and Create Value Together

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

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.

How can you create products that successfully find customers? With this practical book, you'll learn from some of the best product designers in the field, from companies like Facebook and LinkedIn to up-and-coming contenders. You'll understand how to discover and interpret customer pain, and learn how to use this research to guide your team through each step of product creation. Written for designers, product managers, and others who want to communicate better with designers, this book is essential reading for anyone who contributes to the product creation process. Understand exactly who your customers are, what they want, and how to build products that make them happy Learn frameworks and principles that successful product designers use Incorporate five states into every screen of your interface to improve conversions and reduce perceived loading times Discover meeting techniques that Apple, Amazon, and LinkedIn use to help teams solve the right problems and make decisions faster Design effective interfaces across different form factors by understanding how people hold devices and complete tasks Learn how successful designers create working prototypes that capture essential customer feedback Create habit-forming and emotionally engaging experiences, using the latest psychological research

WANT A NON-CODING JOB AT A TECH COMPANY? Interested in product management, marketing, strategy, or business development? The tech industry is the place to be: nontechnical employees at tech companies outnumber their engineering counterparts almost 3 to 1 (Forbes, 2017). You might be worried that your lack of coding skills or tech industry knowledge will hold you back. But here's the secret: you don't need to learn how to code to break into the tech industry. Written by three former Microsoft PMs, *Swipe to Unlock* gives you a breakdown of the concepts you need to know to crush your interviews, like software development, big data, and internet security. We'll explain how Google's ad targeting algorithm works, but Google probably won't ask you how to explain it in a non-technical interview. But they might ask you how you could increase ad revenue from a particular market segment. And if you know how Google's ad platform works, you'll be in a far stronger position to come up with good growth strategies. We'll show you how Robinhood, an app that lets you trade stocks without commission, makes money by earning interest on the unspent money that users keep in their accounts. No one will ask you to explain this. But if someone asks you to come up with a new monetization strategy for Venmo (which lets you send and receive money without fees), you could pull out the Robinhood anecdote to propose that Venmo earn interest off the money sitting in users' accounts. We'll talk about some business cases like why Microsoft acquired LinkedIn. Microsoft interviewers probably won't ask you about the motive of the purchase, but they might ask you for ideas to improve Microsoft Outlook. From our case study, you'll learn how the Microsoft and LinkedIn ecosystems could work together, which can help you craft creative, impactful answers. You could propose that Outlook use LinkedIn's social graph to give salespeople insights about clients before meeting them. Or you could suggest linking Outlook's organizational tree to LinkedIn to let HR managers analyze their company's hierarchy and figure out what kind of talent they need to add. (We'll further explore both ideas in the book.) Either way, you're sure to impress. Learn the must know concepts of tech from authors who have received job offers for Facebook's Rotational Product Manager, Google's Associate Product Marketing Manager, and Microsoft's Program Manager to get a competitive edge at your interviews!

Do More Faster

Techstars Lessons to Accelerate Your Startup

Every Product Manager's First 90 Days

Wolf's Bane

Well-Designed

Inspired - How to Create Tech Products Customers Love by Marty Cagan

Summary

"[A] solid contribution to the growing popular literature on the subject."—PUBLISHERS WEEKLY From one of Time Magazine's "Forty Most Influential Minds in Technology" comes an essential collection of candid, first-hand accounts of women in technology. Women in technology are on the rise in both power and numbers, and now it's more important than ever to not lose that momentum, to "lean in" and close the gender gap. Although they make up half of the population, only 14% of engineers in the United States are women. They take the seeds of technological advancement and build something life-changing, potentially life-saving. The future of technology depends on the full and active participation of women and men working together, and it is vital that women are both educated and encouraged to go into the tech sectors. Hailed by Foreign Policy Magazine as a "Top 100 Global Thinker," professor, researcher, and entrepreneur Vivek Wadhwa, alongside award-winning journalist Farai Chideya, set out to collect anecdotes and essays from global leaders, sharing how their experiences in innovative industries frame the future of entrepreneurship. With interviews and essays from hundreds of women in STEM fields, including Anousheh Ansari the first female private sector space explorer, former Google[X] VP and current CTO of the USA Megan Smith, Ory Okolloh of the Omidyar Network, venture capitalist Heidi Roizen and CEO of Nanobiosym Dr. Anita Goel, MD, PhD, *Innovating Women* offers perspectives on the challenges that women face, the strategies that they employ in the workplace, and how an organization can succeed or fail in its attempts to support the career advancement of women.

Use DISC to discover profound hidden patterns of human behavioral style, gain deeper self-awareness, maximize your personal strengths, and influence others more powerfully than ever before! Taking Flight illuminates the proven DISC four-style model of human behavior, and shows how to use it to become a far more effective leader, salesperson, or teacher; revitalize your career; build deeper personal relationships;

fully leverage your natural gifts, and empower everyone around you. Drawing on their immense experience coaching executives and training world-class organizations, Merrick Rosenberg and Daniel Silvert introduce DISC through a fable that's quick, fun, and easy-to-understand. You'll discover why you "click" with some people and "clank" with others, and what really drives your decisions and actions. You'll learn exactly how to identify others' behavioral styles and choose the best ways to interact with them. You'll walk through creating a personal action plan for improvement -- and then systematically making the most of your strengths, working around your weaknesses, and supercharging your personal performance! If you're already familiar with DISC, this book will help you use it more effectively than ever before. If you're new to DISC, it will change your life -- just as it has for thousands before you! "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!