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INSPIRED 2017-12-12 learn to design build and scale products consumers can t get enough of 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 *Inspired* 2008 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

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2016-05-17 buy now to get the main key ideas from marty cagan s empowered empowered 2020 focuses on transforming traditional product teams into empowered ones that solve problems in ways that delight customers and advance the business marty cagan and his co author chris jones are silicon valley product group partners based on their experience they delve into the core principles that drive innovation at the world s top tech companies they offer practical guidance on building a robust product organization covering coaching staffing vision principles team structure product strategy and collaboration by redefining the relationship between product teams and the wider organization cagan and jones offer a roadmap for transforming any organization into a hub of innovation

Summary of Marty Cagan's EMPOWERED 2024-04-07

2021-08-20 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

EMPOWERED 2020-12-03 great teams are comprised of ordinary people that are empowered and inspired they are empowered to solve hard problems in ways their customers love yet work for their business they are inspired with ideas and techniques for quickly evaluating those ideas to discover solutions that work they are valuable usable feasible and viable this book is about the idea and reality of achieving extraordinary results from ordinary people empowered is the companion to inspired it addresses the other half of the problem of building tech products how to get the absolute best work from your product teams however the book s message applies much more broadly than just to product teams inspired was aimed at product managers empowered is aimed at all levels of technology powered organizations founders and ceo s leaders of product technology and design and the countless product managers product designers and engineers that comprise the teams this book will not just inspire companies to empower their employees but will teach them how this book will help readers achieve the benefits of truly empowered teams

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2021-03-03 fuel your business transition into the digital age with this insightful and comprehensive resource digital business transformation how established companies sustain competitive advantage offers readers a framework for digital business transformation written by nigel vaz the acclaimed ceo of publicis sapient a global digital business transformation company digital business transformation delivers practical advice and approachable strategies to help businesses realize their digital potential digital business transformation provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them the book also includes discussions of how to decide whether to defend differentiate or disrupt your organization to meet digital challenges how to deconstruct decision making throughout all levels of your organization how to combine strategy product experience engineering and data to produce digital

accessible style this book features input from industry experts and draws on global examples to provide practical guidance this is an ideal text for advanced undergraduates and graduates studying entrepreneurial journalism media innovation and digital media economics as well as media professionals keen to learn more about product management and human centred design methods

An Introduction to News Product Management 2023-12-01 drive development with automated tests and gain the confidence you need to write high quality software key features get up and running with common design patterns and tdd best practices learn to apply the rhythms of tdd arrange act assert and red green refactor understand the challenges of implementing tdd in the java ecosystem and build a plan book description test driven development enables developers to craft well designed code and prevent defects it s a simple yet powerful tool that helps you focus on your code design while automatically checking that your code works correctly mastering tdd will enable you to effectively utilize design patterns and become a proficient software architect the book begins by explaining the basics of good code and bad code bursting common myths and why test driven development is crucial you ll then gradually move toward building a sample application using tdd where you ll apply the two key rhythms red green refactor and arrange act assert next you ll learn how to bring external systems such as databases under control by using dependency inversion and test doubles as you advance you ll delve into advanced design techniques such as solid patterns refactoring and hexagonal architecture you ll also balance your use of fast repeatable unit tests against integration tests using the test pyramid as a guide the concluding chapters will show you how to implement tdd in real world use cases and scenarios and develop a modern rest microservice backed by a postgres database in java 17 by the end of this book you ll be thinking differently about how you design code for simplicity and how correctness can be baked in as you go what you will learn discover how to write effective test cases in java explore how tdd can be incorporated into crafting software find out how to write reusable and robust code in java uncover common myths about tdd and understand its effectiveness understand the accurate rhythm of implementing tdd get to grips with the process of refactoring and see how it affects the tdd process who this book is for this book is for expert java developers and software architects crafting high quality software in java test driven development with java can be picked up by anyone with a strong working experience in java who is planning to use test driven development for their upcoming projects

Test-Driven Development with Java 2023-01-13 mike provides a path for new ways of working and thinking new tools and a new mindset for a continually changing reality with his new book he is showing a better way of working where we can come together and intuitively understand how to move forward even in challenging situations an impressive piece of culture technology facilitates clear thinking and communication while encouraging real agreement at scale across the whole enterprise if you are a business leader looking for tools that facilitate real change in real organisations this is your book extensively revised and adding a new final chapter this second edition

of agendashift provides both the manual and the deep background for outcome oriented change and continuous transformation with its exercises explained in terms of memorable patterns such as ideal obstacles outcomes idoo and meaning before metric the framework an engagement model is made significantly easier to understand and apply moreover its generously referenced and pluralistic style invites integration with a wide range of sources and encourages further innovation in this exciting and rapidly developing field author and agendashift founder mike burrows describes himself as in the business of wholehearted organisations mike is recognised for his pioneering work in lean agile and kanban for his ground breaking books agendashift 2018 2021 right to left 2019 audiobook 2020 and kanban from the inside 2014 and as a champion of participatory and outcome oriented approaches to change transformation strategy and leadership before embarking on his consulting career he was global development manager and executive director at a top tier investment bank and cto for an energy risk management startup

Agendashift 2021-03-29 more than 80 of the pms are not having clarity on the right resources to become a pm nearly 50 of the pms are taking more than 12 months to gain awareness of the different roles and responsibilities of a pm nearly 60 of the pms are taking more than 6 months to learn the fundamental concepts of a pm this book is crafted with the step by step procedure case studies and proven methods to get your product management basics right this book also provides a structured approach to transition into product management from diverse disciplines such as engineering project management sales marketing and customer support testimonials product management simplified is a great starting guide for an aspiring product manager laid out in a very illustrative and easy to read manner the book does a very good job of hand holding the reader through the various nuances and techniques of product management raghu ramanujam director of product management flipkart experienced pms can get benefitted by connecting all the dots by leveraging comprehensive coverage of product management fundamentals and relevant frameworks javed beg director of product management oracle i highly recommend this book to anyone who is exploring product management as a career choice or anyone who wants to move to the next level in their pm journey dinesh v vp product management orangescape guru and lokesh have laid out the steps to effective and successful product management through insightful data lucid representation and witty presentation arks srinivas president career launcher educate ltd

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in countless books podcasts and the authors own extensive experience into a compact and accessible blueprint for success and growth in the book you ll find organizational charts sample objectives and key results okrs as well as guidance for divisions including technology and product management marketing sales people and service operations tools and benchmarks for strategically aligning your company s divisions with one another and with your organization s north star templates and tips to attract and retain a triple a team with the right scale up mindset checklists to help you attract growth capital and negotiate term sheets perfect for companies with two ten or one hundred employees the builder s guide to the tech galaxy belongs on the bookshelves of founders managers entrepreneurs and other business leaders exploring innovative and proven ways to scale their enterprise to new heights

The Builder's Guide to the Tech Galaxy 2022-07-13

Lean Analytics 2015-01 42 rules of product management is a collection of product management wisdom from forty experts from around the world the goal of this book is to expose you to the wisdom and knowledge from a group of the world s leading product management experts among the contributors there are leading authors professors ceos and vice presidents bloggers consultants trainers and even a few salespeople and engineers in total there are over five centuries of collected wisdom represented here the contributors each share one rule they think is critical to succeed in product management based on their hands on product management and product marketing experience with companies such as apple ebay intuit sap and yahoo

42 Rules of Product Management (2nd Edition) 2012 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

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chap2 2 1 2 2 chap3 3 1 3 2 3 3

chap4 4 1 4 2 part2 chap5 5 1 5 2 5 3 chap6 6 1 6 2 6 3 part3 chap7 7 1 7 2 7 3 chap8 8 1 8 2 8 3 8 4 chap9 9 1 9 2 9 3 chap10 10 1 10 2 10 3 chap11 11 1 11 2 chap12 12 1 usd

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