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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

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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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2015-04-16 built to love reveals how companies can create captivating products that energize the marketplace and set the standard for what customers want and expect firms often hope the answer is to produce the latest high technology devices only to find that they fail to light up the marketplace or firms rely on ads that overstate or mislead leaving the customer disappointed and disillusioned instead a deeper emotional engagement between the customer and product is required regardless of whether the products are physical products services technologies software systems or brands using a combination of industry based research and laboratory experiments the authors demonstrate that customers will richly pay for products that authentically provide emotional fulfillment they uncover the science behind successful products that create an avid and loyal

Agile Product Management with Scrum 2010-03-11 o do you love your customers o do they know it o do they love you one of the biggest reasons businesses lose customers is indifference simply put if you don t love your customers somebody else will earning their business without customers you have no business when your customers feel loved they buy more buy more often are more loyal are willing to pay more and they refer you to others and you also end up lowering your costs associated with business development based on my years of business experience that includes b2b and retail sales marketing and customer service i wrote this book to share with you 57 ways you can love your customers in ways that are truly meaningful and memorable applying these will help you strengthen your business relationships and your business make business more enjoyable and make you much more money

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what you experience is what you remember the more emotional the experience the deeper it is branded into your memory experience has a massive impact on buying decisions every touch point every time you or someone in your company engages a customer it creates an experience something they remember when they have a negative experience they tend to vote with their feet and their wallets and head straight to your competitors when customers have positive emotional experiences it anchors them to your brand your product or service and ultimately to you in the twenty first century competitive advantages derived from unique products are services are short lived because competitors are able to quickly and easily duplicate or match your offering likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries in people love you you ll learn the real secrets of customer experience including 7 essential principles of customer engagement 5 levers for creating a legendary customer experience the secret to bridging the experience gap how to leverage the pull strategy to become a trusted advisor 2 most important rules for dealing with pissed off customers in a hypercompetitive global marketplace protecting your company s customer base the lifeblood of your business must become your number one priority the rubber hits the road with account managers project managers sales professionals and customer service professionals the people most connected to customers who are on the frontlines of customer experience they build unique and enduring emotional connections with customers that creating long term revenue and profit streams in people love you human relationship guru jeb blount gives you a powerful playbook for interacting with customers in a way that creates deep enduring visceral connections that withstand relentless economic and competitive assaults

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2021-08-20 if you haven't had the good fortune to be coached by a strong leader or product coach this book can help fill that gap and set you on the path to success marty cagan how do you know that you are making a product or service that your customers want how do you ensure that you are improving it over time how do you guarantee that your team is creating value for your customers in a way that creates value for your business in this book you'll learn a structured and sustainable approach to continuous discovery that will help you answer each of these questions giving you the confidence to act while also preparing you to be wrong you'll learn to balance action with doubt so that you can get started without being blindsided by what you don't get right if you want to discover products that customers love that also deliver business results this book is for you

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deep understanding of the product operating model and what it means to work that way second the book will convince you with detailed case studies of successful transformations that while difficult it is absolutely possible for you to transform your company to the product operating model third the book will inspire you with truly impressive case studies of product innovation showing what you too will be capable of doing once you successfully transform transformed is written for those driving change including the senior company leaders starting with the ceo as well as the senior executives and stakeholders who need to collaborate with the product teams the product leaders the members of the product teams and all those who either support or depend on these product teams written by best selling author marty cagan and his partners at the silicon valley product group transformed is filled with real world examples and proven practical advice from their decades of experience helping companies move to the product operating model Deliver Great Products That Customers Love 2018-10-10 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

OWN IT - 8 Simple Secrets of Product Owner Success 2018-10-23

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