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This book was a great insight and made me realise the following: - Product Management interviews aren't usually just a sit down face to face. You'll end up doing something like a whiteboard challenge to show you understand the product development lifecycle all the way from ideation to delivery.

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Get the book In Project to Product, Value Stream Network pioneer and technology business leader Dr. Mik Kersten introduces the Flow Framework a new way of seeing, measuring, and managing software delivery.

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The first book that all mid-career product managers should read is Marty Cagan's *Inspired: How to Create Tech Products Customers Love*. [Image source] As one of Silicon Valley's most respected experts on product development in tech and as the founder of the Silicon Valley Product Group, Marty Cagan knows more than a thing or two about product.

13 Essential Books for Product Managers

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"Project to Product is a very insightful book, and the overall model Mik lays out for the Flow Framework is especially intriguing. Not only does Mik address the complexities of Agile transformation and moving to a product-based development, he also discusses how to get your architecture, process, and metrics integrated in a way to effectively measure value delivery.

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The Lean Product Lifecycle is a playbook that provides frameworks, methods and tools to develop innovative new products and business models, while managing your core portfolio. Follow the 6 key phases of a

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product's life - idea, explore, validate, grow, sustain and retire – and discover how to develop products according to their life stage and ensure the right investment for each..

The Lean Product Lifecycle: A playbook for making products ... Use the product yourself. Since you're the one with the idea for the product in the first place, you'll be the first line of testing. Try out your product on your own and see how it works. Keep track of little frustrations, elements of the product in need of tweaking, and spend a good deal of time using and thinking about the product you're ...

How to Develop a Product: 15

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Steps (with Pictures) - wikiHow

While many product management books focus on product design and development, this book approaches the concept from a user experience angle to challenge you to think about product development from the customer ' s point of view. Best Product Management Books for Analytics and Data Analysis.

Best Product Management Books for 2019 - Amplitude

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

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students become great product managers, The Product Book answers that question.

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How to write product descriptions for books. Since customers can't

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feel and examine items before making a purchase decision, they rely on colorful descriptions to inform them. This lends itself well to books, which are often sold based on the "description" on the inside flap. The threat of duplicate content penalties makes it imperative to write descriptions that summarize the unique elements of a book without blatantly copying the manufacturer's synopsis.

"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

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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!

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Thoughtful commentaries by the designers whose work fills this volume show how product design has helped to define the unique culture of our times.

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

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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

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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

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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.

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

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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

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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

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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.

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

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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

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realities of product management in the field Common behavioral traps that turn good product managers bad

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

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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

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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

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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

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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.

This book is a comprehensive and practical guide to the core skills, activities, and behaviors that are required of product managers in modern technology companies. Product management is one of the fastest growing and most sought-after roles by job seekers and companies alike. The availability of trained and experienced talent can barely keep up with the accelerating demand for new and improved technology products.

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People from nontechnical and technical backgrounds alike are eager to master this exciting new role. The Influential Product Manager teaches product managers how to behave at each stage of the product life cycle to achieve the best outcome for the customer. Product managers are under pressure to drive spectacular results, often without wielding much direct power or authority. If you don't know how to influence people at all levels of the organization, how will you create the best possible product? This comprehensive entry-level textbook distills over twenty years of hard-won field experience and industry knowledge into lessons that will empower new product managers to act like pros right out

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of the gate. With teaching experience both from UC Berkeley and Lynda.com, the author boils down the most complex topics into principles that are easy to memorize and apply. This book methodically documents the tools product managers everywhere use to align their teams with market needs and organizational goals. From setting priorities to capturing requirements to navigating trade-offs, this book makes it easy. Not only will your product succeed, you'll succeed, too, when you read the final chapter on advancing your career. Let your product's success become your success!

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