

# Inspired How To Create Products Customers Love

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.

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. Radical Candor is the sweet spot between managers who are obnoxiously aggressive on the one side and ruinously empathetic on the other. It is about providing guidance, which involves a mix of praise as well as criticism, delivered to produce better results and help employees develop their skills and boundaries of success. Great bosses have a strong relationship with their employees, and Kim Scott Malone has identified three simple principles for building better relationships with your employees: make it personal, get stuff done, and understand why it matters. Radical Candor offers a guide to those bewildered or exhausted by management, written for bosses and those who manage bosses. Drawing on years of first-hand experience, and distilled clearly to give actionable lessons to the reader, Radical Candor shows how to be successful while

retaining your integrity and humanity. Radical Candor is the perfect handbook for those who are looking to find meaning in their job and create an environment where people both love their work, their colleagues and are motivated to strive to ever greater success.

Start With Why has led millions of readers to rethink everything they do – in their personal lives, their careers and their organizations. Now Find Your Why picks up where Start With Why left off. It shows you how to apply Simon Sinek's powerful insights so that you can find more inspiration at work -- and in turn inspire those around you. I believe fulfillment is a right and not a privilege. We are all entitled to wake up in the morning inspired to go to work, feel safe when we're there and return home fulfilled at the end of the day. Achieving that fulfillment starts with understanding exactly WHY we do what we do. As Start With Why has spread around the world, countless readers have asked me the same question: How can I apply Start With Why to my career, team, company or nonprofit? Along with two of my colleagues, Peter Docker and David Mead, I created this hands-on, step-by-step guide to help you find your WHY. With detailed exercises, illustrations, and action steps for every stage of the process, Find Your Why can help you address many important concerns, including: \* What if my WHY sounds just like my competitor's? \* Can I have more than one WHY? \* If my work doesn't match my WHY, what should I do? \* What if my team can't agree on our WHY? Whether you've just started your first job, are leading a team, or are CEO of your own

company, the exercises in this book will help guide you on a path to long-term success and fulfillment, for both you and your colleagues. Thank you for joining us as we work together to build a world in which more people start with WHY. Inspire on! -- Simon Updated and expanded with more than 80 pages of new content! Improve your athletic performance, extend your athletic career, treat stiffness and achy joints, and prevent and rehabilitate injuries—all without having to seek out a coach, doctor, chiropractor, physical therapist, or masseur. In *Becoming a Supple Leopard*, Dr. Kelly Starrett—founder of [MobilityWOD.com](http://MobilityWOD.com)—shares his revolutionary approach to mobility and maintenance of the human body and teaches you how to hack your own movement, allowing you to live a healthier, more fulfilling life. This new edition of the New York Times and Wall Street Journal bestseller has been thoroughly revised to make it even easier to put to use. Want to truly understand the principles that guide human movement? *Becoming a Supple Leopard* lays out a blueprint for moving safely and effectively through life and sport. Want to learn how to apply those principles to specific movements, whether you are doing squats in the gym or picking up a bag of groceries? Hundreds of step-by-step photos show you not only how to perform a host of exercise movements, such the squat, deadlift, pushup, kettlebell swing, clean, snatch, and muscle-up, but also how to correct the common faults associated with those movements. Frustrated because you can't perform a certain movement correctly due to range of motion restrictions? Breaking the body down into 14 distinct areas, Starrett

demonstrates hundreds of mobilization techniques that will help you resolve restrictions and reclaim your mobility. Unsure how to put it all together into a program that addresses your individual needs? This updated edition lays out dozens of prescriptions that allow you to hone in on a specific limitation, a nagging injury, or an exercise fault that you just can't seem to get right. It even offers a 14-day full-body mobility overhaul. Performance is what drives us as human beings, but dysfunctional movement patterns can bring the human body to an abrupt halt. Often, the factors that impede performance are invisible even to seasoned athletes and coaches. Becoming a Supple Leopard makes the invisible visible. Whether you are a professional athlete, a weekend warrior, or simply someone wanting to live healthy and free from physical restrictions, this one-of-a-kind training manual will teach you how to harness your athletic potential and maintain your body. Learn how to perform basic maintenance on your body, unlock your athletic potential, live pain-free...and become a Supple Leopard. This step-by-step guide to movement and mobility will show you how to: - Move safely and efficiently in all situations - Organize your spine and joints in optimal, stable positions - Restore normal function to your joints and tissues - Accelerate recovery after training sessions and competition - Properly perform strength and conditioning movements like the squat, bench press, pushup, deadlift, clean, and snatch - Build efficient, transferable movement patterns and skill progressions from simple to more advanced exercises - Identify, diagnose, and correct inefficient movement patterns - Treat and resolve

common symptoms like low back pain, carpal tunnel, shoulder pain, and tennis elbow - Prevent and rehabilitate common athletic injuries - Use mobilization techniques to address short and stiff muscles, soft tissue and joint capsule restriction, motor control problems, and joint range of motion limitations - Create personalized mobility prescriptions to improve movement efficiency

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

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

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.

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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.



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*

Take a Design-led Approach to Innovation Innovation drives growth in organisations and entire economies. Yet innovation is hard, risky and rarely successful. Most innovations and startups fail because of a lack of focus on the front end of the innovation process where customer needs are researched, insights are distilled, solutions are ideated, prototyped and tested and business models are shaped. But innovation doesn't have to be this way. In *Innovator's Playbook*, author and leading Design Thinking expert Nathan Baird shares his 20 years of hands-on experience, tools and methods for developing a winning customer-centric approach to innovation. This book will teach you how to apply the design thinking method to innovation and help you to innovate better with five practical and proven stages: 1. Build the right team for innovation. 2. Better understand your customer through empathy. 3. Distill and refine customer-centric needs and insights. 4. Unleash your team's creativity to create fresh new ideas to address customer needs. 5. Experiment and validate desirable, feasible and viable solutions. *Innovator's Playbook* helps entrepreneurs, corporate teams, startups and leaders across all levels to use design-led methodologies for start-to-finish innovation success.

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.

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

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

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

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**

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?

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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!

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

The book that 5 million fans of *Binging with Babish* on YouTube have been waiting for!

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The internet cooking show *Binging with Babish* has taken YouTube by storm with views as high as 12 million per episode. For each video, Andrew Rea, a self-proclaimed movie and TV buff, teaches a recipe based on a favorite TV show or film, such as the babka from the classic *Seinfeld* episode, the beef bourguignon from *Julie & Julia*, or the timpano from *Big Night*. This cookbook includes these and other fan-favorite recipes. Some are so delicious that you'll want to make them for dinner right away, like Bubba's shrimp from *Forrest Gump*, while others can be saved for impressing a loved one—like the chocolate lava cake from Jon Favreau's *Chef*, which the actor/director (who also wrote the foreword) asked to make during a guest appearance on Rea's show. Complete with behind-the-scenes stories and never-seen-before photos, as well as answers to frequently asked fan questions, *Binging with Babish* is a must-have companion to the wildly popular YouTube show.

**INSPIRED** How to Create Tech Products Customers Love John Wiley & Sons  
**FORGE A POWERFUL STRATEGY TO BECOME A PRODUCT MANAGER WHO DELIVERS RESULTS** The world of business is moving at breakneck speed. More is being demanded of everyone--with fewer resources than ever. In no profession is this more apparent than Product Management. Written by one of today's leading Product Management thought-leaders, Steven Haines, *The Product Manager's Survival Guide* provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management. Whatever your level of experience--whether



you're a novice product manager or seasoned Product Management leader--you'll find everything you need to make consistent positive impacts on your business. With this practical guide in your hands, you have the most powerful tool available for increasing your productivity quickly and dramatically--in a way that is noticeable and measurable. The Product Manager's Survival Guide is conveniently organized into four sections: I. Getting Your Bearings: Map out your plan to begin the journey to success II. Learning the Product's Business: Go beyond features and functions to become the product expert, customer advocate, and domain expert III. Getting Work Done: Synchronize and orchestrate the work of others to help everyone maintain focus on company goals IV. Moving Forward: Round out your experience to take the next critical steps in your Product Management career The only way to excel as a product manager is to develop a strategy for the long run. Start formulating one now and you will be well ahead of your competition--internally and externally. The Product Manager's Survival Guide gives you the tools and insight you need to start putting the pieces in place now--so you can succeed well into the future.

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.

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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

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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

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.

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

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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.

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.

Nudge meets Hooked in a practical approach to designing products and services that change behavior, from what we buy to how we work. Deciding what to create at modern companies often looks like an episode of Mad Men: people throw ideas around until one sounds sexy enough to execute and then they scale it to everyone. The result? Companies overspend on marketing to drive engagement with products and services that people don't want and won't help them be happier and healthier. Start at the End offers a new framework for design, grounded in behavioral science. Technology executive and behavioral scientist Matt Wallaert argues that the purpose of everything is behavior change. By starting with outcomes instead of processes, the most effective companies understand what people want to do and why they aren't already doing it, then build products and services to bridge the gap. Wallaert is a behavioral psychologist who has led product design at organizations ranging from startups like Clover Health to industry leaders such as Microsoft. Whether dissecting the success behind Uber's ridesharing service or Flamin' Hot Cheetos, he underscores with clarity and humor how this approach can improve the way we work and live. This is an essential roadmap for building products that matter--and changing behavior for the better.

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A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to:

- Articulate an inspiring vision and goals for your product
- Prioritize ruthlessly and scientifically
- Protect against pursuing seemingly good ideas without evaluation and prioritization
- Ensure alignment with stakeholders
- Inspire loyalty and over-delivery from your team
- Get your sales team working with you instead of against you
- Bring a user and buyer-centric approach to planning and decision-making
- Anticipate opportunities and stay ahead of the game
- Publish a comprehensive roadmap without overcommitting

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

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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.

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

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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

Where the Far East meets the Wild West, *Falling Into The Light* reflects the collision of world cultures during the 19th century. When a young Dalai Lama encounters a deeply hurt soul in his congregation, he begins to doubt his abilities as a spiritual leader, and must travel across the world as a disguised layman to experience human endeavors on the American frontier. Only then could he return home as an enlightened spiritual warrior and the trusted leader of his country's future. On this transformative journey, the innocence of youth and privilege are shattered soon after the trans-pacific steamship docks in the San Francisco bay. The Dalai Lama ventures from Chinatown to the White House, where he learns, firsthand, the culture clashes of a nation besieged with greed, entitlement, and opportunity. From his encounters with Irish thugs to railroad tycoons and Black slaves to Native Americans, the Dalai Lama is forced to grow up quickly to survive on the American frontier. However, amid all the fear and fighting, the Dalai Lama also finds true love, and is compelled to choose between two futures in two different worlds. Replete with historical settings, strong characters, and a narrative that reflects the natural beauty of the American heartland, *Falling Into The Light* is a beautiful story



for adventurous readers seeking an escape into the past, while exploring the nature of humanity.

“Guides readers toward the road less consumptive, offering practical advice and moral support while making a convincing case that individual actions . . . do matter.” —Elizabeth Royte, author, *Garbage Land* and *Bottlemania* Like many people, Beth Terry didn’t think an individual could have much impact on the environment. But while laid up after surgery, she read an article about the staggering amount of plastic polluting the oceans, and decided then and there to kick her plastic habit. In *Plastic-Free*, she shows you how you can too, providing personal anecdotes, stats about the environmental and health problems related to plastic, and individual solutions and tips on how to limit your plastic footprint. Presenting both beginner and advanced steps, Terry includes handy checklists and tables for easy reference, ways to get involved in larger community actions, and profiles of individuals—*Plastic-Free Heroes*—who have gone beyond personal solutions to create change on a larger scale. Fully updated for the paperback edition, *Plastic-Free* also includes sections on letting go of eco-guilt, strategies for coping with overwhelming problems, and ways to relate to other people who aren’t as far along on the plastic-free path. Both a practical guide and the story of a personal journey from helplessness to empowerment, *Plastic-Free* is a must-read for those concerned about the ongoing health and happiness of themselves, their children, and the planet.

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

## Access PDF Inspired How To Create Products Customers Love

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 authors 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.

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 Power of Customer Misbehavior explores the importance of customer driven innovation for top line and bottom line growth. It shows how companies should not only learn to identify how their products are being misused, but also how to use this knowledge to innovate new products and services that better meet customer needs and promote viral growth. These techniques also promote long-term customer loyalty and growth even in hypercompetitive environments. This unique new book is the first to explore the idea of 'customer misuse': when customers modify features or expand the usage of products and services in ways that were never intended. Reacting appropriately to customer misuse will allow companies to enter new markets, create

more loyal customers, and encourage customers to tell others about the company's products, all of which foster faster growth. These compelling concepts are presented in the form of simple actionable principles and illustrated with rich case studies from successful companies such as Twitter, Intuit, eBay and Coca-Cola, to offer the first practical guide to harnessing this new source of strategic innovation.

It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. *Build Better Products* is a hands-on, step-by-step guide that helps teams incorporate strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience. 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.

In this Second Edition of this radical social history of America from Columbus to the present, Howard Zinn includes substantial coverage of the Carter, Reagan and Bush years and an Afterword on the Clinton presidency. Its commitment and vigorous style mean it will be compelling reading for under-graduate and post-graduate students and

scholars in American social history and American studies, as well as the general reader.

Willy Wonka's famous chocolate factory is opening at last! But only five lucky children will be allowed inside. And the winners are: Augustus Gloop, an enormously fat boy whose hobby is eating; Veruca Salt, a spoiled-rotten brat whose parents are wrapped around her little finger; Violet Beauregarde, a dim-witted gum-chewer with the fastest jaws around; Mike Teavee, a toy pistol-toting gangster-in-training who is obsessed with television; and Charlie Bucket, Our Hero, a boy who is honest and kind, brave and true, and good and ready for the wildest time of his life! "Rich in humor, acutely observant, Dahl lets his imagination rip in fairyland." --The New York Times

An exploration of why people all over the world love to engage in pain on purpose--from dominatrices, religious ascetics, and ultramarathoners to ballerinas, icy ocean bathers, and sideshow performers Masochism is sexy, human, reviled, worshipped, and can be delightfully bizarre. Deliberate and consensual pain has been with us for millennia, encompassing everyone from Black Plague flagellants to ballerinas dancing on broken bones to competitive eaters choking down hot peppers while they cry. Masochism is a part of us. It lives inside workaholics, tattoo enthusiasts, and all manner of garden variety pain-seekers. At its core, masochism is about feeling bad, then better—a phenomenon that is long overdue for a heartfelt and hilarious investigation. And Leigh Cowart would know: they are not just a researcher and science writer—they're an

inveterate, high-sensation seeking masochist. And they have a few questions: Why do people engage in masochism? What are the benefits and the costs? And what does masochism have to say about the human experience? By participating in many of these activities themselves, and through conversations with psychologists, fellow scientists, and people who seek pain for pleasure, Cowart unveils how our minds and bodies find meaning and relief in pain—a quirk in our programming that drives discipline and innovation even as it threatens to swallow us whole.

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

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coaching personality and define your own areas for development. - Efficiently prepare and use one-on-ones as your main coaching tool.

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