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 INSPIRED teaches you to think like Silicon Valley's smartest product managers."--Christina Wodtke, Author, Professor, and Startup Advisor "Product Management is the art and science of creating the products that give each company its existence. It's the core of a business. For the digital world, Marty Cagan helps you understand and master ...
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 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.
 Inspired: How to Create Tech Products Customers Love ...
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most companies create products. The goal of the book is to share the techniques of the best companies. This book is aimed primarily at Product Managers working on technology-powered products.
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 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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 The three overarching product development principles from Lean and Agile which help you create successful products are (Chapter 7)-Risks should be

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In INSPIRED, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff an empowered and effective product organization, and how to discover and deliver technology products that your customers will love--and that will work for your business.

Summary: [INSPIRED - How to Create Tech Products Customers Love ...](#) INSPIRED teaches you to think like Silicon Valley's smartest product managers."--Christina Wodtke, Author, Professor, and Startup Advisor "Product Management is the art and science of creating the products that give each company its existence. It's the core of a business. For the digital world, Marty Cagan helps you understand and master ...

Inspired: How to Create Tech Products Customers Love, 2nd ...

Whether you're new to product management or have got some good product management experience under your belt, "Inspired: How To Create Tech Products Customers Love" is a great and valuable read.

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technology products your customers love.

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The tagline of this book by Marty Cagan sounds ambitious: "How to create tech products customers love". Marty Cagan brings a lot of credibility as an author as he has worked with some of the early pioneers of our industry (Hewlett-Packard, Netscape, eBay) and now heads the Silicon Valley Product Group and is considered to be one of the thought-leaders of technology product management.

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"INSPIRED is the authority on how to build a product that customers actually want. It's not about hiring product managers - it's about establishing a culture that puts the user first, and builds the organization and teams around that customer to ensure that

you are building the best product possible.

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Inspired: How to Create Products Customers Love by Marty Cagan is a well-written book detailing the process of creating a product, whether that be internet based or physical. Cagan starts from the beginning with the key roles of team members, takes you through the development process and finishes with marketing and selling your product.

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"It doesn't matter how good your engineering team is if they aren't building the right products, and no one is better than Marty at helping teams discover the right products." - Marty Abbott, Former CTO, eBay and Partner, AKF Consulting

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.

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