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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

Who gets copyright, types of work it covers, permitted use of copyright material, how to license and sell copyright and help resolving disputes

How copyright protects your work - GOV.UK

"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

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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.

Project to Product: How to Survive and Thrive in the Age ...

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 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..

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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 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

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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.

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14 Alternatives to The Product Book | Product Hunt

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

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