

Inspired How To Create Products Customers Love Marty Cagan

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.

Every product owner faces a complex and unique set of challenges within their team. This provides each individual the opportunity to fill the role with different ambitions, skills, and insights. Your product ownership journey can take a variety of paths, and The Art of Agile Product Ownership is here to be your guide. Author Allan Kelly, who delivers Agile training courses to major companies, pulls from

his experience to help you discover what it takes to be a successful product owner. You will learn how you need to define your role within a team and how you can best incorporate ownership with strategy. With the Agile method, time is the key factor, and after using the lessons from this book you will confidently be able to synthesize features, functionality, and scope against delivery. You will find out how other team members such as the UX designer and business analyst can support and enhance your role as product owner, and how every type of company structure can adapt for optimal agility. The Art of Agile Product Ownership is a beacon for current product owners, programmers who are ready to take the next step towards ownership, and analysts transitioning into the product space. This book helps you determine for yourself the best way to fill the product owner role so that you utilize your unique combination of skills. Product ownership is central to a successful Agile team, and after reading this book, you will be more than ready for the challenge. What You Will Learn Explores activities the product owner needs to do in order to write good and valuable user stories Identifies skills product owners can learn from product managers and business analysts Demonstrates how to make decisions based on business and customer demand rather than technical needs and feasibility Who This Book Is For This is a book for anyone becoming a product owner: developers and programmers, who,

after some years at the code-face, are ready to step up to the next stage to own the product that they have been coding. Business Analysts and Product Managers who see themselves transitioning into the a product owner role will find value in this book in understanding their new role and how the work is the same and how it is different

Based on more than 40 interviews with Jobs conducted over two years--as well as interviews with more than 100 family members, friends, adversaries, competitors, and colleagues--Isaacson has written a riveting story of the roller-coaster life and searingly intense personality of a creative entrepreneur whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music, phones, tablet computing, and digital publishing.

Traditional Chinese edition of The life changing magic of tidying up illustrated edition. It teaches how to organize and clean, 108 KonMari (Kondo Marie) techniques illustration book.

How to maximize results while minimizing waste? What is the most important routine for Product Owners? How to avoid drowning into the DEEP end of the Backlog Swimming Pool? How to keep you and your team learning and improving while constantly delivering maximum customer value? And how to

have fun while doing it? Product Owner is the most important role in agile development. The 8 Secrets for Product Owner Success shows how any Product Owner can follow easy steps to guarantee great results and a positive and constantly improving team.

Traditional Chinese edition of To Sell is Human: The Surprising Truth about Moving Others by Daniel Pink, a bestselling book for its evidence based explanations of why we are all in sales now - whether professionally or personally. Pink is the author of the long running New York Times bestsellers "Drive" and "A Whole New Mind. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

Fuel your business' transition into the digital age with this insightful and comprehensive resource Digital Business Transformation: How Established Companies Sustain Competitive Advantage offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, Digital Business Transformation delivers practical advice and approachable strategies to help businesses realize their digital potential. Digital Business Transformation provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes

discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct decision-making throughout all levels of your organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions, Digital Business Transformation delivers a message that begs to be heard by everyone who hopes to help their organization meet the challenges of a changing world.

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Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without overcommitting

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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!

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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 newsharing the latest practices and techniques of todays most-successful tech product companies, and the men and women behind every great product.

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Summary Of 06 Books Must-Read Summary: Discover How To Create A Hit Product 1.
Summary "100 Things Every Designer Needs To Know About People" By Susan Weinschenk
2. Summary "Inspired: How to Create Tech Products Customers Love" By Marty Cagan 3.
Summary "Lean Startup" By Eric Ries 4. Summary "The design of everyday things" By Don
Norman 5. Summary "The Innovator's Dilemma" By Clayton M. Christensen 6. Summary "What
Customers Crave" By Nicholas Webb Disclaimer: This is a summary and not the original
books.

Traditional Chinese edition of Drive: The Surprising Truth About What Motivates Us by Daniel
Pink. Challenges the fact that humans are motivated by hope of gain and loss of fear, citing
examples that intrinsic motivation comes from the opportunity to grow, to have some autonomy
over the work that we do, and to take part in something bigger than oneself.

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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

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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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Results),????????????,?????????????.OKR?4?????:?????????,?????,?????,????,????,????.

Traditional Chinese edition of CATCH-22, the WWII novels by Joseph Heller. It was nominated for the 1962 National Book Award. The Modern Library ranked Catch-22 as the 7th (by review panel) and 12th (by public) greatest English language novel of the 20th century. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc.

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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 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.

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Traditional Chinese edition of Leaders Eat Last: Why Some Teams Pull Together and Others Don't by Simon Sinek. Sinek is the author of "Start with Why: How Great Leaders Inspire Everyone to Take Action," and a popular TED talk speaker. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

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This book gives a comprehensive overview on Software Product Management (SPM)

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