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by Marty Cagan at
Lean Product

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Customers Love by
Marty Cagan

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effective 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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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

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companies" like Google, Facebook, The basic premise of Inspired is that the best tech companies create products in a manner very different from how most companies create products. The goal of the book is to share the techniques of

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the best Tech
companies. This
book is aimed
primarily at
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right people and
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10 years ago,

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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

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2nd ...

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,

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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.

Summary:

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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

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can imagine
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creating a strong
product culture,
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The basic premise of Inspired is that the best tech companies create products in a manner very different from how most companies create products. The goal of the book is to share the techniques of the best companies. This

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book is aimed primarily at Product Managers working on technology-powered products.

Full E-book
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have got some
good product
management
experience under
your belt,

“Inspired: How To
Create Tech
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Customers Love” is
a great and
valuable read.

Book review:

“Inspired: How To

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Introduction The
tagline of this book
by Marty Cagan
sounds ambitious:
"How to create
tech products
customers love".

Book Summary:
Inspired - Because
Tech Rocks

In INSPIRED,
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