Escaping The Build Trap How Effective Product Management Creates Real Value

Building State CapabilityHow to Lead in Product Management: Practices to Align Stakeholders, Guide Development Teams, and Create Value TogetherEscaping the Build TrapThe Product-Led OrganizationINSPIREDThe Lean Product PlaybookThe Global Debt TrapProduct Management in PracticeBadass: Making Users AwesomeMedical EthicsUser Story MappingThe TwitsEscaping the Build TrapFat PlanetMy Side of the MountainEscaping the Self-Determination TrapThe BorrowersThe Jobs To Be Done PlaybookThe Freedom Model for AddictionsThe Startup WayProduct Roadmaps RelaunchedEMPOWEREDEscaping the Build TrapBecoming a More Strategic Product ManagerBuild Better ProductsPowerPoint 2019 For DummiesSnared: Escape to the AboveThe Art of ActionBuilding Products for the EnterpriseThe Power of StorytellingRunning LeanThe Art of LeadershipProduct LeadershipDestined for WarThe Product Book: How to Become a Great Product ManagerThe Technology TrapOKRs At The CenterHow China Escaped the Poverty TrapOutcomes Over OutputWashington Black

Building State Capability

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 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

How to Lead in Product Management: Practices to Align Stakeholders, Guide Development Teams, and Create Value Together

A playbook on product-led strategy for software product teams There's a common strategy used by the fastest growing and most successful businesses of our time. These companies are building their entire customer experience around their digital products, delivering software

that is simple, intuitive and delightful, and that anticipates and exceeds the evolving needs of users. Product-led organizations make their products the vehicle for acquiring and retaining customers, driving growth, and influencing organizational priorities. They represent the future of business in a digital-first world. This book is meant to help you transform your company into a product-led organization, helping to drive growth for your business and advance your own career. It provides: A holistic view of the quantitative and qualitative insights teams need to make better decisions and shape better product experiences. A guide to setting goals for product success and measuring progress toward meeting them. A playbook for incorporating sales and marketing activities, service and support, as well as onboarding and education into the product Strategies for soliciting, organizing and prioritizing feedback from customers and other stakeholders; and how to use those inputs to create an effective product roadmap The Product-Led Organization: Drive Growth By Putting Product at the Center of Your Customer Experience was written by the co-founder and CEO of Pendo—a SaaS company and innovator in building software for digital product teams. The book reflects the author's passion and dedication for sharing what it takes to build great products.

Escaping the Build Trap

Introduction : the "long voyage of discovery" -- The big stuck in state capability -- Looking like a state : the seduction of isomorphic mimicry -- Premature load bearing : doing too much too soon -- Capability for policy implementation -- What type of organization capability is needed? -- The challenge of building (real) state capability for implementation -- Doing problem-driven work -- The searchframe : doing experimental iterations -- Managing your authorizing environment -- Building state capability at scale through groups.

The Product-Led Organization

INSPIRED

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.

The Lean Product Playbook

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice-to-have, it's a strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

The Global Debt Trap

"To stay competitive in today's market, organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs. 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 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"--Page 4 of cover.

Product Management in Practice

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

Badass: Making Users Awesome

There is new movement in the discussion about self-determination and statehood. The contested declaration of independence by Kosovo and Russia's recognition of the purported independence of Abkhasia and South Ossetia have caused significant controversy. These developments may well put an end to the attempt by governments to keep in place the highly restricted doctrine of self-determination that has previously only been made available in the colonial context. This monograph argues that classical self-determination, narrowly conceived in the colonial context. cannot contribute to the resolution of the presently ongoing self-determination conflicts around the world. However, this study finds that over the past few years a new practice of addressing self-determination conflicts has emerged. This practice significantly extends our understanding of the legal right to self-determination and of the means that can be brought to bear in terminating secessionist conflicts.

Medical Ethics

How the history of technological revolutions can help us better understand economic and political polarization in the age of automation The Technology Trap is a sweeping account of the history of technological progress and how it has radically shifted the distribution of economic and political power among society's members. As Carl Benedikt Frey shows, the Industrial Revolution created unprecedented wealth and prosperity over the long run, but the immediate consequences of mechanization were devastating. Middle-income jobs withered, wages stagnated, the labor share of income fell, profits surged, and economic inequality skyrocketed. These trends broadly mirror those in our current age of automation. But, just as the Industrial Revolution eventually brought about extraordinary

benefits for society, artificial intelligence systems have the potential to do the same. The Technology Trap demonstrates that in the midst of another technological revolution, the lessons of the past can help us to more effectively face the present.

User Story Mapping

Our planet is in the grip of an obesity pandemic. More than a billion people worldwide are overweight and over 600 million are obese. We live in an obesogenic environment in which it is much easier to get fat than to stay fit. How has this come to be? Who is to blame? What can we do? In Fat Planet, Dr David Lewis and Dr Margaret Leitch examine the social and psychological causes of the obesity pandemic in order to answer these questions. They use ground-breaking research to highlight the behaviour of corporations that relentlessly promote foods high in sugar, fat and salt, and show that these 'junk' foods have shockingly similar neurological effects to hard drugs. They consider the prevalence of food cues which unconsciously stimulate our desire to consume. And they debunk the myths of fad diets and slimming pills, suggesting practical, easily implemented strategies for sustainable weight loss. The evidence is clear: our problem with obesity must be addressed or we will face catastrophic consequences. It is not too late to change.

The Twits

Business is highly competitive, complex, risky and fast paced - like combat. What do you want me to do? This question is the enduring management issue, a perennial problem that Stephen Bungay shows has an old solution that is counter-intuitive and yet common sense. The Art of Action is a thought-provoking and fresh look at how managers can turn planning into execution, and execution into results. Drawing on his experience as a consultant, senior manager and a highly respected military historian, Stephen Bungay takes a close look at the nineteenth-century Prussian Army, which built its agility on the initiative of its highly empowered junior officers, to show business leaders how they can build more effective, productive organizations. Based on a theoretical framework which has been tested in practice over 150 years, Bungay shows how the approach known as "mission command" has been applied in businesses as diverse as pharmaceuticals and F1 racing today. The Art of Action is scholarly but engaging, rigorous but pragmatic, and shows how common sense can sometimes be surprising.

Escaping the Build Trap

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

Fat Planet

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

My Side of the Mountain

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. 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 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

Escaping the Self-Determination Trap

Get up and running fast with the PowerPoint 2019 PowerPoint continues to be the go-to tool for business presentations. The software helps anyone who needs to communicate clearly by creating powerful and effective slideshow presentations featuring data in the form of charts, clip art, sound, and video. You can even use it to create presentations for the Web. In PowerPoint 2019 For Dummies, expert Doug Lowe shows you how to use this popular tool to make show-stopping presentations that will get your message across — and your audience excited. Create a slide presentation with special effects Work with master slides and templates Collaborate with other users in the cloud Add charts, clip art, sound, and video Want to learn to use PowerPoint quickly and efficiently? Look no further!

The Borrowers

Note for ebook customers: The design and layout of this book play a key role in conveying the author's message. When creating the ebooks, we've tried to keep the look and feel of the print edition, but this means that not all e-reading devices will support the files. The EPUB

format is optimized for iPad. The Mobi files are optimized for Kindle Fire tablets and phones and for Kindle reading apps. Imagine you're in a game with one objective: a bestselling product or service. The rules? No marketing budget, no PR stunts, and it must be sustainably successful. No short-term fads. This is not a game of chance. It is a game of skill and strategy. And it begins with a single question: given competing products of equal pricing, promotion, and perceived quality, why does one outsell the others? The answer doesn't live in the sustainably successful products or services. The answer lives in those who use them. Our goal is to craft a strategy for creating successful users. And that strategy is full of surprising, counter-intuitive, and astonishingly simple techniques that don't depend on a massive marketing or development budget. Techniques typically overlooked by even the most well-funded, well-staffed product teams. Every role is a key player in this game. Product development, engineering, marketing, user experience, support—everyone on the team. Even if that team is a start-up of one. Armed with a surprisingly overlooked science and a unique POV, we can can reduce the role of luck. We can build sustainably successful products and services that rely not on unethical persuasive marketing tricks but on helping our users have deeper, richer experiences. Not just in the moments while they're using our product but, more importantly, in the moments when they aren't.

The Jobs To Be Done Playbook

The issues of medical ethics, from moral quandaries of euthanasia and the morality of killing to political dilemmas like fair healthcare distribution, are rarely out of today's media. This area of ethics covers a wide range of issues, from mental health to reproductive medicine, as well as including management issues such as resource allocation, and has proven to hold enduring interest for the general public as well as the medical practitioner. This Very Short Introduction provides an invaluable tool with which to think about the ethical values that lie at the heart of medicine. This new edition explores the ethical reasoning we can use to approach medical ethics, introducing the most important 'tools' of ethical reasoning, and discussing how argument, thought experiments, and intuition can be combined in the consideration of medical ethics. Considering its practical application, Tony Hope and Michael Dunn explore how medical ethics supports health professionals through the growing use of ethics expertise in clinical settings. They also contemplate the increasingly important place of medical ethics in the wider social context, particularly in this age of globalization, not only in healthcare practice, but also policy, discussions in the media, pressure group and activism settings, and in legal judgments. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and

enthusiasm to make interesting and challenging topics highly readable.

The Freedom Model for Addictions

Companies today are using OKRs-Objectives and Key Results-to improve the way they set and work with goals. Along the way, they discover something else: changing the way you work with goals can lead to other changes. Changes in how you plan work, how you lead and reward people, how you make decisions, how you budget, and so much more.In short, if you really, sincerely start pursuing goal- setting in a new way, you will discover that goals live at the center of everything you do. What's exciting about this is where it leads: Changing how you work with goals has the potential to drive ongoing change and bring new ways of working to the whole organization. That's what this book is about: how goals live at the center of your organizational system and how you can leverage their potential for organizational development by adopting OKRs in an intentional way.This short, practical book includes case studies, examples, and practical guidance to help you get started on your own OKR journey.Written by Natalija Hellesoe and Sonja Mewes, who bring their extensive experience working OKRs in companies of all sizes. Natalija and Sonja are trainers, coaches, and change agents. They work with companies at different stages of the their OKR journeys-from first "know-how" workshops to OKR Practitioner coaching and organizational development."This book is a great explanation of how to set and deploy OKRs to improve your business. Whereas other books paint a rosy picture of best-case scenario for setting and deploying OKRs, this one focuses on reality. Many companies will see themselves in this book and be able to harness the practical advice in the book to fix their current scenarios and thrive. Highly recommended for every business that's trying to find focus and define impact." - Melissa Perri, author "Escaping The Build Trap"

The Startup Way

Product management--done right--should span a healthy mix of the tactical and strategic, but too many product managers get buried in the tactical and underinvest in the strategic. This book is designed to help you, as a product manager, become more strategic--learning what work to say "no" to, and what to say "yes" to--and amplifying your impact on your company and its long-term product portfolio.This book is set up in a series of nine lessons over nine days. In our Day 1 discussion, we'll reorient ourselves toward the--often underinvested--strategic parts of our job. And we'll talk through the non-core tactical areas of our work that we should gracefully shed.From Day 2 through Day 8, we'll focus on those areas of our jobs that we should lean into for maximum impact, those areas we should say an emphatic "yes" to. We'll dive into customer needs, competitive analysis, strategy development, prioritization of development efforts, continuous discovery and delivery, pricing, and finding growth.On Day

9, we'll look at the full package--the practical steps you can take over the next three, six, and nine months to delight your customers, lengthen your competitive lead, and generate more than your fair share of profits.

Product Roadmaps Relaunched

A NEW YORK TIMES NOTABLE BOOK OF THE YEAR | SHORT-LISTED FOR THE 2018 LIONEL GELBER PRIZE | NAMED A BEST BOOK OF THE YEAR BY: FINANCIAL TIMES * THE TIMES (LONDON) * AMAZON "Allison is one of the keenest observers of international affairs around."— JOE BIDEN, former vice president of the United States China and the United States are heading toward a war neither wants. The reason is Thucydides's Trap: when a rising power threatens to displace a ruling one, violence is the likeliest result. Over the past five hundred years, these conditions have occurred sixteen times; war broke out in twelve. Today, as an unstoppable China approaches an immovable America, and both Xi Jinping and Donald Trump promise to make their countries "great again," the seventeenth case looks grim. A trade conflict, cyberattack, Korean crisis, or accident at sea could easily spark a major war. In Destined for War, eminent Harvard scholar Graham Allison masterfully blends history and current events to explain the timeless machinery of Thucydides's Trap—and to explore the painful steps that might prevent disaster today. "[A] must-read book in both Washington and Beijing."— NIALL FERGUSON, BOSTON GLOBE "[Allison is] a first-class academic with the instincts of a first-rate politician."— BLOOMBERG NEWS "[Full of] wide-ranging, erudite case studies that span human history . . . [A] fine book."— NEW YORK TIMES BOOK REVIEW

EMPOWERED

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.

Escaping the Build Trap

Snared: Escape to the Above is the first book in a new middle-grade fantasy adventure series from bestselling author Adam Jay Epstein. Chopping blades, scorpion nests, giant spiderwebs—no one makes traps better than Wily Snare. He has never seen the sun, or blue sky, or even his parents. Wily Snare lives underground, creating traps to keep treasure-seekers away from the gold in an ancient wizard's dungeon. He spends his days mopping up giant slug slime, avoiding poison darts, and herding undead skeletons. It's all he knows. Until an unusual band

of adventurers—an acrobatic elf, a warrior with a magic arm, and a giant made of moss—successfully defeat Wily's traps. And they want the ultimate treasure: Wily himself. His skills can help them invade every other dungeon in the kingdom. He might even aid their fight against the Infernal King, whose gearfolk and prisonauts terrorize the land. But for a boy who has never been outside, dungeons aren't nearly as scary as the world above. Or an evil king who builds the trickiest traps of all . . . An Imprint Book "A heartfelt tale filled with whimsy, wonder, and magic truly satisfying." —Publishers Weekly (starred review) "Funny, compassionate, and entertaining Readers will be immersed into this dark yet humorous world filled with unique characters." —School Library Journal "A fast-paced, refreshingly creative adventure that will thrill readers from the very first page." —Shannon Messenger, New York Times bestselling author of the Keeper of the Lost Cities series and the Sky Fall series "Fabulous characters and a unique mythology combine to create something really wonderful. Snared will ensnare you." —Michael Scott, New York Times bestselling author of the The Secrets of the Immortal Nicholas Flamel series. "An imaginative blast of dungeon-crawling adventure with hilarious monsters and dastardly traps. Zany, heartfelt fun for everyone." —Lou Anders, author of the Thrones and Bones series "Snared is chock-full of quirky characters, fantastic world building, and wild, hilarious adventure with every turn of the page. I loved it and kids will love it too!"—Liesl Shurtliff, New York Times bestselling author of Rump "Pure dungeon-crawling fun. Witty and page-turning, I never knew what cheerful mayhem was waiting just around the bend. I can't recommend it enough." —Zack Loran Clark, coauthor of The Adventurers Guild "A thrilling fantasy adventure full of humor and heart. Adam Jay Epstein has created a fun, magical world readers will want to stay lost in." —Jeff Garvin, author of Symptoms of Being Human "Intruders in the dungeon! A lighthearted fantasy with a strong start." —Kirkus "A fun and creative story with surprisingly deep plot twists." —Booklist A Junior Library Guild Selection

Becoming a More Strategic Product Manager

From the bestselling author of Charlie and the Chocolate Factory and The BFG! Mr. and Mrs. Twit are the smelliest, nastiest, ugliest people in the world. They hate everything—except playing mean jokes on each other, catching innocent birds to put in their Bird Pies, and making their caged monkeys, the Muggle-Wumps, stand on their heads all day. But the Muggle-Wumps have had enough. They don't just want out, they want revenge.

Build Better Products

"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? 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!

PowerPoint 2019 For Dummies

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. 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.

Snared: Escape to the Above

Many people think leadership is a higher calling that resides exclusively with a select few who practice and preach big, complex leadership philosophies. But as this practical book reveals, what's most important for leadership is principled consistency. Time and

again, small things done well build trust and respect within a team. Using stories from his time at Netscape, Apple, and Slack, Michael Lopp presents a series of small but compelling practices to help you build leadership skills. You'll learn how to create teams that are highly productive, highly respected, and highly trusted. Lopp has been speaking and writing about this topic for over a decade and now maintains a Slack leadership channel with over 13,000 members. The essays in this book examine the practical skills Lopp learned from exceptional leaders—as a manager at Netscape, a senior manager and director at Apple, and an executive at Slack. You'll learn how to apply these lessons to your own experience.

The Art of Action

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 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

Building Products for the Enterprise

Offers a systematic approach to product/market fit, discussing customer involvment, optimal time to obtain funding, and when to change the plan.

The Power of Storytelling

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 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.

Running Lean

"A project has to have a goal, otherwise, how do you know you're done? In the old days of engineering, setting project goals wasn't that hard. But when you're making software products, done is less obvious. When is Microsoft Word done? When is Google done? Or Facebook? In reality, software systems are never done. So then how do we give teams a goal that they can work on? Mostly, we simply ask teams to build features-but features are the wrong way to go. We often build features that create no value. Instead, we need to give teams an outcome to achieve. Setting goals as outcomes sounds simple, but it can be hard to do in practice. This book is a practical guide to using outcomes to guide the work of your team"--Publisher's website.

The Art of Leadership

"Should appeal to all rugged individualists who dream of escape to the forest."—The New York Times Book Review Sam Gribley is terribly unhappy living in New York City with his family, so he runs away to the Catskill Mountains to live in the woods—all by himself. With only a penknife, a ball of cord, forty dollars, and some flint and steel, he intends to survive on his own. Sam learns about courage, danger, and independence during his year in the wilderness, a year that changes his life forever. "An extraordinary book . . . It will be read year after year." —The Horn Book

Product Leadership

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

Destined for War

German bestseller about the best ways to protect oneself financially from the threats posed by government?s interference in the economy After the bursting of the real estate bubble, the U.S. pushed a monetary and fiscal policy that is, at best, blatantly wrong and, at worst, carries enormous financial risk. And because Washington knows this, America?s greatest weapon?its propaganda machine?has been called into service, diverting attention away from the fact that it was and continues to be government interference in the market economy that?s lead us to where we are now, namely at the end of one financial calamity and the beginning of yet another. A plea for the market economy, The Global Debt Trap: How to Escape the Danger and Build a Fortune details the cause of our current economic crisis and argues that political mismanagement endangers finances, health and, in extreme cases, democracy itself. ? Advocates the freedom of the individual and the capitalist economic system derived from it ? Foreword by Martin Weiss, bestselling author of The Ultimate Depression Survival Guide, by Wiley ? Other titles by Leuschel and Vogt: The Greenspan Dossier Every crisis offers opportunities for those who have prepared. The Global Debt Trap: How to Escape the Danger and Build a Fortune shows how to prepare for the aftermath of years of government interference in the market economy.

The Product Book: How to Become a Great Product Manager

An international public relations pro explains how to write attention-getting, inspirational business communications through the use of personal stories that help strengthen the message and features anecdotes from Bill Gates, Ted Turner, Steve Jobs and more. Original.

The Technology Trap

Miniature people who live in an old country house by borrowing things from the humans are forced to emigrate from their home under the clock.

OKRs At The Center

Before markets opened in 1978, China was an impoverished planned economy governed by a Maoist bureaucracy. In just three decades it evolved into the world's second-largest economy and is today guided by highly entrepreneurial bureaucrats. In How China Escaped the Poverty Trap, Yuen Yuen Ang explains this astonishing metamorphosis. Rather than insist that either strong institutions of good governance foster markets or that growth enables good governance, Ang lays out a new, dynamic framework for understanding development broadly. Successful development, she contends, is a coevolutionary process in which markets and governments mutually adapt. By mapping this coevolution, Ang reveals a startling conclusion: poor and weak countries can escape the poverty trap by first harnessing weak institutions—features that defy norms of good governance—to build markets. Further, she stresses that adaptive processes, though essential for development, do not automatically occur. Highlighting three universal roadblocks to adaptation, Ang identifies how Chinese reformers crafted enabling conditions for effective improvisation. How China Escaped the Poverty Trap offers the most complete synthesis to date of the numerous interacting forces that have shaped China's dramatic makeover and the problems it faces today. Looking beyond China, Ang also traces the coevolutionary sequence of development in late medieval Europe, antebellum United States, and contemporary Nigeria, and finds surprising parallels among these otherwise disparate cases. Indispensable to all who care about development, this groundbreaking book challenges the convention of linear thinking and points to an alternative path out of poverty traps.

How China Escaped the Poverty Trap

• TOP TEN BOOK OF THE YEAR: New York Times, Washington Post, TIME, Entertainment Weekly, Slate • ONE OF THE BEST BOOKS OF THE YEAR: Boston Globe, NPR, Minneapolis Star-Tribune, The Economist, Bustle • WINNER OF THE SCOTIABANK GILLER PRIZE • FINALIST FOR THE MAN BOOKER PRIZE, THE ANDREW CARNEGIE MEDAL FOR EXCELLENCE, THE ROGERS WRITERS' TRUST PRIZE "Enthralling" --Boston Globe "Extraordinary" --Seattle Times "A rip-roaring tale" --Washington Post A dazzling adventure story about a boy who rises from the ashes of slavery to become a free man of the world. George Washington Black, or "Wash," an eleven-year-old field slave on a Barbados sugar plantation, is terrified to be chosen by his master's brother as his manservant. To his surprise, the eccentric Christopher Wilde turns out to be a naturalist, explorer, inventor, and abolitionist. Soon Wash is initiated into a world where a flying machine can carry a man across the sky, where even a boy born in chains may embrace a life of dignity and meaning--and where two

people, separated by an impossible divide, can begin to see each other as human. But when a man is killed and a bounty is placed on Wash's head, Christopher and Wash must abandon everything. What follows is their flight along the eastern coast of America, and, finally, to a remote outpost in the Arctic. What brings Christopher and Wash together will tear them apart, propelling Wash even further across the globe in search of his true self. From the blistering cane fields of the Caribbean to the frozen Far North, from the earliest aquariums of London to the eerie deserts of Morocco, Washington Black tells a story of self-invention and betrayal, of love and redemption, of a world destroyed and made whole again, and asks the question, What is true freedom?

Outcomes Over Output

Entrepreneur and bestselling author of The Lean Startup, Eric Ries reveals how entrepreneurial principles can be used by businesses of all kinds, ranging from established companies to early-stage startups, to grow revenues, drive innovation, and transform themselves into truly modern organizations, poised to take advantage of the enormous opportunities of the twenty-first century. In The Lean Startup, Eric Ries laid out the practices of successful startups - building a minimal viable product, customer-focused and scientific testing based on a build-measure-learn method of continuous innovation, and deciding whether to persevere or pivot. In The Startup Way, he turns his attention to an entirely new group of organizations: established enterprises like iconic multinationals GE and Toyota, tech titans like Amazon and Facebook, and the next generation of Silicon Valley upstarts like Airbnb and Twilio. Drawing on his experiences over the past five years working with these organizations, as well as nonprofits, NGOs, and governments, Ries lays out a system of entrepreneurial management that leads organizations of all sizes and from every industry to sustainable growth and long-term impact. Filled with in-the-field stories, insights, and tools, The Startup Way is an essential road map for any organization navigating the uncertain waters of the century ahead.

Washington Black

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 isheaded

Read More About Escaping The Build Trap How Effective Product Management Creates Real Value

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