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well and
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- this could
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easily have been
a blog post but
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Every
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has heard some
version of those
words at some
point in their
career. Think
about a company.

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the product.
How To Become
Designers make
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sure it has a
Manager
great user
experience and
looks good.

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Villaumbrosia
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Anon (Author)

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have one book on product management, this is the one." --Chad Dickerson, Former CEO, Etsy "This book was a catalyst for helping us transform how we organize and operate. Marty gave us a

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compelling case
for change,
actionable
steps, and the
fundamental
truths to keep
us on
course."--Ann
Yauger, AVP
Product, CarMax

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Create Tech
Products**

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••• How To Become A Great Product Manager

This book was a great insight and made me realise the following: -
Product Management interviews aren't usually just a sit down face to face. You'll end up

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doing something
like a
whiteboard
challenge to
show you
understand the
product
development
lifecycle all
the way from
ideation to
delivery.

Cracking the PM

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measuring, and
managing
software
delivery.

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The first book
that all mid-
career product
managers should
read is Marty

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Silicon Valley's
most respected
experts on
product
development in
tech and as the
founder of the

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Product Group,
Marty Cagan
knows more than
a thing or two
about product.

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very insightful

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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 moving to a
product-based

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development, he
also discusses
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how to get your
architecture,
process, and
metrics
integrated in a
way to
effectively
measure value
delivery.

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playbook that
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methods and
tools to develop
innovative new
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business models,
while managing

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discover how to
develop products
according to
their life stage
and ensure the

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**The Lean Product
Lifecycle: A
playbook for
making products**

...

Use the product
yourself. Since
you're the one
with the idea
for the product
in the first

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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

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with its busy
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managers,
therefore,
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successful
wherever they
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descriptions for
books. Since
customers can't
feel and examine
items before
making a
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decision, they
rely on colorful
descriptions to
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itself well to

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