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~~INSPIRED BY MARTY CAGAN~~

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organization, and how to discover and

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

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Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies,

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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.

Summary: INSPIRED - How to Create  
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products that your customers will  
love—and that will work for your business.

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create good fantasy. Yeah, you can  
imagine getting the good future. But, it's

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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, listeners ...

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## Inspired How To Create

### Customers Love ... Customers

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 book is aimed primarily at Product Managers working on

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Products Customers Love” is a great and valuable read.

### Book review: “Inspired: How To Create Tech Products ...

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

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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

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Love  
Tech Products with Customers in

how to structure and staff an empowered and 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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