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starts from the beginning with the key roles of team members, takes you through the development process and finishes with marketing and selling your product.

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“INSPIRED is the authority on how to build a product that customers actually want.

It's not about hiring product managers – it's about

establishing a

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culture that
puts the user
first, and
builds the
organization and
teams around
that customer to
ensure that you
are building the
best product
possible.

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Julian recaps a
product
management
classic,
explaining where
to find
inspiration for
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and what it takes to bring them to life. Love recently read the product management classic, "Inspired" by Marty Cagan, and wanted to share my official recap, with six product-oriented takeaways for

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Today, there are many excellent resources for product designers and engineers, but precious little available specifically for

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product managers who are responsible for technology-powered products. So, in this edition I decided to concentrate on the job of the technology product manager.

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...

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

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a large, long-established
company trying
to regain your
ability to
consistently
deliver new
value for your
customers,
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your product
organization to
a new level of

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consistent Love
innovation, and
business
success.

Six Takeaways
from 'Inspired'
by Marty Cagan -
Mightybytes
Inspired Quotes.
"Software
projects can be

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thought of as
having two
distinct stages:
figuring out
what to build
(build the right
product), and
building it
(building the
product right).
The first stage
is dominated by
product
discovery, and

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the second stage
is all about
execution.”
“Keep the focus
on minimal
product.

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Companies, and
the World - With
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Chasm, 3rd

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are available
once you type at
least 3 letters.

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and down arrow

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enter to select.
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like your
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