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the products that give
each company its

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Inspired will
show you how to turn up
the dial of your own
product efforts, creating
technology products
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Tech Products
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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 book is aimed primarily at Product Managers working on technology-powered products.

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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 culture that puts the user first, and builds the organization and teams

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around that customer to ensure that you are building the best product possible.

Cagan

INSPIRED: How to Create Tech Products Customers Love ... Filled with the author ' s own personal stories—and profiles of some of today ' s most-successful product managers and technology-

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powered product
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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 Tech
Products Customers ...

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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 to discover and
deliver technology
products that your
customers will love and
that will work for your

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-The three overarching
product development
principles from Lean and
Agile which help you
create successful
products are (Chapter
7)-Risks should be
tackled up front, rather
than at the end.-Products

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should be defined and designed collaboratively, rather than sequentially. - Its is all about solving problems, not implementing features.

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Products Customers

Love by Marty Cagan is a
well-written book

detailing the process of
creating a product,

whether that be internet
based or physical. Cagan

starts from the beginning
with the key roles of team
members, takes you

through the development
process and finishes with

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Products People Love |
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good your engineering
team is if they aren't
building the right
products, and no one is
better than Marty at
helping teams discover
the right products." -

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Marty Abbott, Former
CTO, eBay and Partner,
AKF Consulting

Love Marty

Inspired: How To Create
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Love: Marty ...

The tagline of this book
by Marty Cagan sounds
ambitious: “ How to
create tech products
customers love ” . Marty
Cagan brings a lot of
credibility as an author as

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he has worked with some of the early pioneers of our industry (Hewlett-Packard, Netscape, eBay) and now heads the Silicon Valley Product Group and is considered to be one of the thought-leaders of technology product management.

Book Summary: Inspired
Creating inspiring
products begins with

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discovering a product
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and feasible. If you can
not do this, then it's not
worth building anything.

- How do you decide
which product
opportunities to pursue?

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