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Inspired Quotes. “ Software projects can be 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 the second stage is all about execution. ” “ Keep the focus on minimal product.

Inspired Quotes by Marty Cagan - Goodreads
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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 around that customer to ensure that you are building the best product possible.

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The Lean Product Playbook is a

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"Inspired" is a well-written, thorough, and down-to-earth work covering all aspects of product management at

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software companies. To paraphrase/summarize: the job of the product manager is to discover a product that is useful, feasible, and valuable. They do this through understanding users and ...

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Inspired: How to Create 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 marketing and selling your product.

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Julian recaps a product management classic, explaining where to find inspiration for great products and what it takes to bring them to life. I recently read the product management classic, “ Inspired ” by Marty Cagan, and wanted to share my

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official recap, with six product-oriented takeaways for Mightyblog readers.

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