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Marty Cagan - Mightybytes

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edition I decided to concentrate on the job of the technology product manager.

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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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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

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team members, takes you through the development process and finishes with marketing and selling your product.

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stories—and profiles of some of today's most-successful product managers and technology-powered product companies, 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.

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