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Inspired: How to Create Products People Love by Marty

Filled with the author's own personal 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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manager's silver bullet, without any discussion on when building this prototype could be problematic.7) Lack of 'features discussions'. What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and

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