



# Inspired: How To Create Products Customers Love

By Marty Cagan

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## Inspired: How To Create Products Customers Love By Marty Cagan

Why do some products make the leap to greatness while others do not?

Creating inspiring products begins with discovering a product that is valuable, usable, and feasible. If you can not do this, then it s not worth building anything.

- How do you decide which product opportunities to pursue?
- How do you get evidence that the product you are going to ask your engineering team to build will be successful?
- How do you identify the minimal possible product that will be successful?
- How do you manage the often conflicting demands of company execs, customers, sales, marketing, engineering, design, and more?
- How can you adapt Agile methods for commercial product environments?

Product management expert Marty Cagan answers these questions and hundreds more as he shares lessons learned, techniques, and best practices from working for and with some of the most successful companies in the high-tech industry. You will find that there s a very big difference between how the very best companies create products and all the rest.

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## **Editorial Review**

### Review

"At eBay, of all of the leaders in the past decade, Marty had the most significant and lasting impact on how we create products."

- Frerk-Malte Feller, Managing Director, eBay Germany

"When it comes to creating inspiring products, Marty Cagan knows his stuff."

- Pete Deemer, Former Chief Product Officer, Yahoo! and CEO of GoodAgile

"Marty balances key product management principles, great new techniques, and examples that bring them all home."

- Jim Denney, VP Product Management, TiVo

"Marty is not only a seasoned expert on all aspects of the often ambiguous discipline of product management, his book also provides inspiration, tools and techniques, and really practical help."

- Judy Gibbons, Accel Partners

"This is a must read if you have any hope of building a company based on great products."

- Chuck Geiger, Former CTO, PayPal, Travelocity and Ask.com

"It doesn't matter how 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."

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

--Back Cover

### About the Author

Marty Cagan is founding partner of the Silicon Valley Product Group, where he helps companies create winning product strategies and develop the skills of their product organization as well as the techniques they use to create successful products.

During the past 20 years, Marty has served as an executive responsible for defining and building products for some of the most successful companies in the world. He was most recently senior vice-president of product management and design for eBay, where he was responsible for defining products and services for the company's global e-commerce trading site. Prior to that, Marty was vice-president of product at AOL and Netscape Communications, and a software engineer at HP Labs.

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fun. Why they can be thought like that? Have you seeking best book or acceptable book with you?

**Samuel Hamby:**

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