



Inspired: How to Create Tech Products Customers Love, Second Edition

Marty Cagan

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How do today's most successful tech companies - Amazon, Google, Facebook, Netflix, Tesla - design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently from the vast majority of tech companies. In *Inspired*, technology product management thought leader Marty Cagan provides listeners 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 business.

With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, listeners can take the information they learn and immediately leverage it within their own organizations - dramatically improving their own product efforts. Whether you're an early stage start-up working to get to product/market fit or a growth-stage company working to scale your product organization or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, *Inspired* will take you and your product organization to a new level of customer engagement, consistent innovation, and business success.

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.

The first edition of *Inspired*, published 10 years ago, established itself as the primary reference for technology product managers and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new - sharing the latest practices and techniques of today's most successful tech product companies and the men and women behind every great product.

Inspired: How to Create Tech Products Customers Love, Second Edition Details

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Jaana Metsamaa says

It's one of those books that starts from very basics and I wanted to drop it because I didn't feel I was learning anything new. As the book progressed though, I came to appreciate the concise way the author explained the most important core concepts of product management. How he was able to explain and rationalize complexities of "doing it right" in an "enterprise" environment with lots of Hipos and stakeholders and investors and remind the reader that solving the customers problems is still the most important thing for PMs and road to innovation.

I will add this to my list of must have books to read for aspiring product managers, as it might also be a good reference guide to quickly learn about some core principles to then learn more about from other sources.

Erin Rapacki says

The #1 book to read on product management - I'll listen to it again (listened to on audible)

Bob Schatz says

Excellent must-read for Product Owners!

Sebastian Gebski says

4.5-5 stars

Don't mind the terrible title, this is a truly decent book on product management or even better - product-focused organizations.

Pros:

1. Marty himself - not an anonymous person, some sort of guru for angel investors, very credible; I've met him ~3 yrs ago in Budapest & he made a great impression of a person who clearly knows what he's speaking about
2. no bullshit -> short, focused chapters, each one with a clear point, without lengthy digressions & drifting around
3. this book doesn't try to depict ephemeral, passion-related aspects of product development - quite the contrary: it's very practical, easy to understand and map onto your organisation
4. it's an updated version of the original "Inspired" - I haven't read the 1st ed, but this one doesn't feel outdated at all, so I guess it has been significantly re-written

Really good stuff, maybe not a full compendium of product development, but truly a decent introduction to the topic. For me it was very refreshing, even keeping in mind I don't consider myself a beginner in that

topic.

Alex says

I loved it a lot: not only this book describes the structure, roles and processes in the Facebook teams super well, it also tries to explain WHY they work.

The method described in this book is obviously imperfect. Its biggest weakness is that it requires a smart, multi-modal, experienced, persuasive and modest Product Manager in every team: a rare kind!

But this is the best method that the industry has so far, and no magic process, consultant or book had so far been able to overcome this requirement.

Tõnu Vahtra says

This is like an encyclopedia on product management and building a product company. It is fully packed with useful recommendations and strategies that are proven to work VS describing the deficiencies in majority of today's Tech organizations and how to work against your success. I stumbled upon this book a week ago when reading a blog post by Marty on his SGPG blog about OKR's and then read a few more blog posts from Marty in one go. The book actually looks like a series of highly concentrated blog posts (70+ chapters), some of them slightly repetitive but this was not disturbing because the topics were served from a different angle. This book is a good reference material for reality check in everyday work and strategy review situations. What is also a strength of this book is that the second edition was published just a few months ago which makes it very recent and relevant (beyond Agile and Lean).

“If you only have one book on product management, this is the one.”

— Chad Dickerson, Former CEO, Etsy

A few keywords that resonated in my mind:

- *Key importance of stakeholder management
 - *Internal evangelism
 - *Value risk - do customers actually want what we are creating for them
 - *Being obsessed over reference customers (not over competition)
-

Akhil J says

If you're ever involved with product managers or are one yourself, read this. Demystifies what we do and why it is valuable if done right. Lots of practical advice. Very interesting read.

Valentin says

For anyone interested into Product Management this is a great high-level book. If you like starting from the big picture and then zooming in into details, this is the "big picture" book.

Mihai Rosca says

A truly worthwhile read in the field of Product Management. If you need to start with something, start with this book. As opposed to many others out there, Marty Cagan does a wonderful job at keeping things short, sweet and up to speed with the current reality of software development.

My company has adopted the principles in Inspire as the cornerstone for changing the way we work. I consider myself lucky enough to have been one of the people trained in the spirit of this book by Leah Hickman, who is also in the book. As a result I can vouch for anyone that both Marty Cagan and his partners know their stuff when it comes to tech products.

Let this book be not the end, but the starting point to grasping the principles inside. And by that, I mean that you should also read other books on Product Management and deepen your practice with the content in Inspired. You might think that it the same but, between "Integrate the product" and "Successfully integrate the product" is a big difference, as goals go. This and other subtleties as such make all the difference.

So if you haven't read it by now and you are closely related to a PM's work, you can do so without the fear of wasted time.

Folmus says

This book will give you a clear understanding of what the Product Manager role in a tech company does. It goes through some good practices and describes many challenges that tech company/ tech startup can face.

If you are interested in learning more about product development, or just speaking "product" language this is a good starting point.
