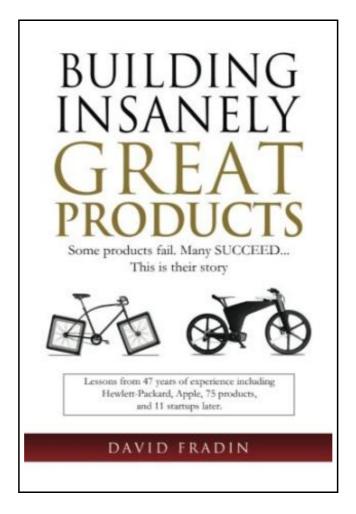
Building Insanely Great Products: Some Products Fail, Many Succeed? This Is Their Story: Lessons from 47 Years of Experience Including Hewlett-Packard, Apple, 75 Products, and 11 Startups Later (Paperback)



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Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*.Building Insanely Great Products: Some Products Fail, Many Succeed. This is their Story is dedicated to one goal: To help you learn how you can enhance the chances of product success and reduce product failure. Steve Jobs coined the term Building Insanely Great Products and this book with many real-life examples tells the story of what he meant by that phrase and how every organization can build insanely great products and services. Building Insanely Great Products covers the six keys to success, how to do market research, the importance of customer loyalty, innovation and design, using personas for development and not just marketing, determining the product s value proposition, the correct way to prioritize product features, market sizing that works, market segmentation, product positioning, distribution strategy, product lifecycle framework and process, and the customer journey and digital transformation. As Steve Johnson, the grandfather of product management training says: . . we ve learned that companies often don t know why they succeed and why they fail. Many rely on luck; too many rely on HIPPO -the highest paid person s opinion. And if you don t know why you succeed, you won t know how to succeed again.

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