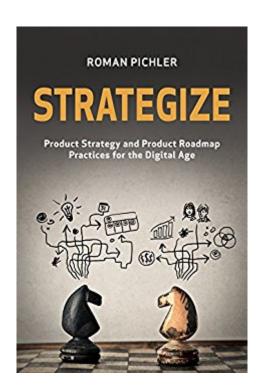
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Strategize: Product Strategy And Product Roadmap Practices For The Digital Age





Synopsis

Create a winning game plan for your digital products with Strategize: Product Strategy and Product Roadmap Practices for the Digital Age. Using a wide range of proven techniques and tools, author Roman Pichler explains how to create effective strategies and actionable roadmaps to help you maximize your chances of creating successful products. Written in an engaging and no-nonsense style, Strategize offers practical advice and valuable examples so that you can apply the practices directly to your products. Comprehensive and insightful, the book will enable you to make the right strategic decisions in todayâ ™s dynamic digital age.Praise for Strategize:"Strategize offers a comprehensive approach to product strategy using the latest practices geared specifically to digital products. Not just theory, the book is chock-full of real-world examples, making it easier to apply the principles to your company and products. Strategize is essential reading for everyone in charge of products: product executives, product managers, and product owners."Steve Johnson, Founder at Under 10 Consulting, author, speaker, consultant, guitar player. "Whether you are new to product management or an experienced practitioner, Strategize is a must read. You are guaranteed to get new ideas about how to develop or improve your product strategy and how to execute it successfully. Itâ ™s an essential addition to every product managerâ ™s reading list."Marc Abraham, Senior Product Manager at Notonthehighstreet.com."Roman Pichlerâ ™s latest book provides essential guidance for all product owners and anyone involved in product strategy or roadmapping. I highly recommend it. "Mike Cohn, Author of Succeeding with Agile, Agile Estimating and Planning, and User Stories Applied

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Customer Reviews

As a product owner, I learned so much from this book. The examplesecond of KRIs was particularly useful. I now have a much better idea of how things could be versus our struggles today. Thanks Roman.

This is a great book on product strategy and roadmapping targeted to product managers. Highly recommended for anyone responsible for a product strategy or product roadmap. It also touches on product backlogs and different perspectives.

I'm still reading this book, but I really enjoyed it. I wasnt expect this book to go deep into thinking how to build strategy for your product

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