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-The three overarching product development principles from Lean and Agile which help you create successful products are (Chapter 7)-Risks should be tackled up front, rather than at the end.-Products should be defined and designed collaboratively, rather than sequentially.-Its is all about solving problems, not implementing features.

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“INSPIRED is the authority on how to build a product that customers actually want. It’s not about hiring product managers – it’s about establishing a culture that puts the user first, and builds the organization and teams around that customer to ensure that you are building the best product possible.

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This week I finished reading Inspired: How To Create Products Customers Love. It's by Marty Cagan, who was formerly a big deal at HP, eBay, and Netscape. I've read a ton of books over the past year, and this has easily been the most valuable business book I've come across recently. Doing a startup can be such a confusing and hazy process: "I ...

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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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*I'm happy to announce the results of my big project over the past year, which was to produce and release the second edition of **INSPIRED: How To Create Tech Products Customers Love**. The book could just as easily been characterized as "Volume 2" because it is not so much an update, but rather completely new.*

[*INSPIRED on Apple Books*](#)

Marty Cagan's Inspired: How to Create Tech Products Customers Love Chapter Summary. Find summaries for every chapter, including a Inspired: How to Create Tech Products Customers Love Chapter Summary Chart to help you understand the book.

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INSPIRED teaches you to think like Silicon Valley's smartest product managers." —Christina Wodtke, Author, Professor, and Startup Advisor "Product Management is the art and science of creating the products that give each company its existence. It's the core of a business. For the digital world, Marty Cagan helps you understand and master ...

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Historical and Literary Context for Marty Cagan's Inspired: How to Create Tech Products Customers Love. Learn all about Inspired: How to Create Tech Products Customers Love, ask questions, and get the answers you need.

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—Marty Cagan, *Inspired: How To Create Products Customers Love*. 0 likes. Like “It's way too late in the game to get the real value of design, and mostly what's being done is what we call the “lipstick on the pig” model.”

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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.

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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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