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# The Lean Product Playbook How To Innovate With Minimum Viable Products And Rapid Customer Feedback

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How to Set Direction while Embracing Uncertainty

A Field Guide for Rapid Experimentation

The Lean Product Lifecycle

The Lean Product Playbook

EMPOWERED

Iterate from Plan A to a Plan That Works

How Today's Fastest-Growing Companies Drive Breakout Success

Product Management in Practice

Organizing to Compete in an Age of Disruption

How to Innovate with Minimum Viable Products and Rapid Customer Feedback

Lean Customer Development

Everything Your Design Team Needs to Improve Efficiency and Slash Time-to-Market

A Real-World Guide to the Key Connective Role of the 21st Century

The Principles of Product Development Flow

Hacking Growth

Reveal Gaps, Ignite Growth, and Accelerate Any Tech Product with Customer

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Ask the Right Questions

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Lean Analytics

INSPIRED

Escaping the Build Trap

Leveraging Scrum as a Competitive Advantage

The TPM Playbook

What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services

Using Outcome-Driven Innovation to Create Breakthrough Products and Services

Faster, Smarter User Experience Research and Design

How Effective Product Management Creates Real Value

***The Lean Product  
Playbook How To  
Innovate With  
Minimum Viable  
Products And Rapid  
Customer Feedback***

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## **JENNINGS MACK**

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*How to Set Direction while Embracing  
Uncertainty* AMACOM

The missing manual on how to apply Lean Startup to build products that customers love. The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market

fit. It walks you through how to:

Determine your target customers

Identify underserved customer needs

Create a winning product strategy

Decide on your Minimum Viable Product (MVP)

Design your MVP prototype

Test your MVP with customers

Iterate rapidly to achieve product-market fit

This book was written by entrepreneur and Lean

product expert Dan Olsen whose

experience spans product management, UX design, coding, analytics, and

marketing across a variety of products.

As a hands-on consultant, he refined and

applied the advice in this book as he

helped many companies improve their

product process and build great

products. His clients include Facebook,

Box, Hightail, Epocrates, and Medallia.

Entrepreneurs, executives, product

managers, designers, developers,

marketers, analysts and anyone who is

passionate about building great products

will find *The Lean Product Playbook* an

indispensable, hands-on resource.

### **A Field Guide for Rapid Experimentation**

John Wiley & Sons

What company doesn't want energized

workers, delighted customers, genuine

efficiency, and breakthrough innovation?

*The Lean Mindset* shows how lean

companies really work—and how a lean

mindset is the key to creating stunning

products and delivering amazing

services. Through cutting-edge research

and case studies from leading

organizations, including Spotify,

Ericsson, Intuit, GE Healthcare, Pixar,

CareerBuilder, and Intel, you'll discover proven patterns for developing that mindset. You'll see how to cultivate product teams that act like successful startups, create the kind of efficiency that attracts customers, and leverage the talents of bright, creative people. The Poppendiecks weave lean principles throughout this book, just as those principles must be woven throughout the fabric of your truly lean organization. Learn How To Start with an inspiring purpose, and overcome the curse of short-term thinking Energize teams by providing well-framed challenges, larger purposes, and a direct line of sight between their work and the achievement of those purposes Delight customers by gaining unprecedented insight into their real needs, and building products and services that fully anticipate those needs Achieve authentic, sustainable efficiency without layoffs, rock-bottom cost focus, or totalitarian work systems Develop breakthrough innovations by moving beyond predictability to experimentation, beyond globalization to decentralization, beyond productivity to impact Lean approaches to software development have moved from novelty to widespread use, in large part due to the principles taught by Mary and Tom Poppendieck in their pioneering books. Now, in *The Lean Mindset*, the Poppendiecks take the next step, looking at a company where multidiscipline teams are expected to ask the right questions, solve the right problems, and deliver solutions that customers love. [The Lean Product Lifecycle](#) AMACOM Offers a systematic approach to product/market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan. [The Lean Product Playbook](#) Étienne Garbugli

A guide to product management exploring the best practices: identifying the impact-driven product, planning for success, setting up and measuring time-bound metrics, and developing a lean product roadmap. Key Features Identifying Impact-Driven Products Investing in Key Business Outcomes Value mapping to maintain a lean product backlog Utilizing time-bound product metrics Eliminating process waste Book Description Lean Product Management is about finding the smartest way to build an Impact Driven Product that can deliver value to customers and meet business outcomes when operating under internal and external constraints. Author, Mangalam Nandakumar, is a product management expert, with over 17 years of experience in the field. Businesses today are competing to innovate. Cost is no longer the constraint, execution is. It is essential for any business to harness whatever competitive advantage they can, and it is absolutely vital to deliver the best customer experience possible. The opportunities for creating impact are there, but product managers have to improvise on their strategy every day in order to capitalize on them. This is the Agile battleground, where you need to stay Lean and be able to respond to abstract feedback from an ever shifting market. This is where Lean Product Management will help you thrive. Lean Product Management is an essential guide for product managers, and to anyone embarking on a new product development. Mangalam Nandakumar will help you to align your product strategy with business outcomes and customer impact. She introduces the concept of investing in Key Business Outcomes as part of the product strategy in order to provide an objective

metric about which product idea and strategy to pursue. You will learn how to create impactful end-to-end product experiences by engaging stakeholders and reacting to external feedback. What you will learn How do you execute ideas that matter? How can you define the right success metrics? How can you plan for product success? How do you capture qualitative and quantitative insights about the product? How do you know whether your product aligns to desired business goals? What processes are slowing you down? Who this book is for If you are leading a team that is building a new product, then this book is for you. The book is targeted at product managers, functional leads in enterprises, business sponsors venturing into new product offerings, product development teams, and start-up founders.

*EMPOWERED* CRC Press

What is it about the top tech product companies such as Amazon, Apple, Google, Netflix and Tesla that enables their record of consistent innovation? Most people think it's because these companies are somehow able to find and attract a level of talent that makes this innovation possible. But the real advantage these companies have is not so much who they hire, but rather how they enable their people to work together to solve hard problems and create extraordinary products. As legendary Silicon Valley coach--and coach to the founders of several of today's leading tech companies--Bill Campbell said, "Leadership is about recognizing that there's a greatness in everyone, and your job is to create an environment where that greatness can emerge." The goal of *EMPOWERED* is to provide you, as a leader of product management, product design, or

engineering, with everything you'll need to create just such an environment. As partners at The Silicon Valley Product Group, Marty Cagan and Chris Jones have long worked to reveal the best practices of the most consistently innovative companies in the world. A natural companion to the bestseller *INSPIRED*, *EMPOWERED* tackles head-on the reason why most companies fail to truly leverage the potential of their people to innovate: product leadership. The book covers: what it means to be an empowered product team, and how this is different from the "feature teams" used by most companies to build technology products recruiting and coaching the members of product teams, first to competence, and then to reach their potential creating an inspiring product vision along with an insights-driven product strategy translating that strategy into action by empowering teams with specific objectives—problems to solve—rather than features to build redefining the relationship of the product teams to the rest of the company detailing the changes necessary to effectively and successfully transform your organization to truly empowered product teams *EMPOWERED* puts decades of lessons learned from the best leaders of the top technology companies in your hand as a guide. It shows you how to become the leader your team and company needs to not only survive but thrive.

*Iterate from Plan A to a Plan That Works*  
Business Book Summaries

Whether you manage people, are managed by people, or just want to change the way you interact with others, this book is about success. How to plan it, how to make it happen--*Becoming a Technical Leader* shows you how to do it! [How Today's Fastest-Growing Companies](#)

Drive Breakout Success "O'Reilly Media, Inc."

To stay competitive in today's market, organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs.

Companies that live and die by outputs often fall into the "build trap," cranking out features to meet their schedule rather than the customer's needs. In this book, Melissa Perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals. By understanding how to communicate and collaborate within a company structure, you can create a product culture that benefits both the business and the customer. You'll learn product management principles that can be applied to any organization, big or small. In five parts, this book explores: Why organizations ship features rather than cultivate the value those features represent How to set up a product organization that scales How product strategy connects a company's vision and economic outcomes back to the product activities How to identify and pursue the right opportunities for producing value through an iterative product framework How to build a culture focused on successful outcomes over outputs

*Product Management in Practice*

"O'Reilly Media, Inc."

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 than the vast majority of tech companies. In *INSPIRED*, technology product management thought leader Marty Cagan provides

readers 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, readers 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 startup 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 ten 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.

**Organizing to Compete in an Age of Disruption** Currency

A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product Prioritize ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and over-delivery from your team Get your sales team working with you instead of against you Bring a user and buyer-centric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without over-committing

*How to Innovate with Minimum Viable Products and Rapid Customer Feedback*  
John Wiley & Sons

Many people think leadership is a higher calling that resides exclusively with a select few who practice and preach big,

complex leadership philosophies. But as this practical book reveals, what's most important for leadership is principled consistency. Time and again, small things done well build trust and respect within a team. Using stories from his time at Netscape, Apple, and Slack, Michael Lopp presents a series of small but compelling practices to help you build leadership skills. You'll learn how to create teams that are highly productive, highly respected, and highly trusted. Lopp has been speaking and writing about this topic for over a decade and now maintains a Slack leadership channel with over 13,000 members. The essays in this book examine the practical skills Lopp learned from exceptional leaders—as a manager at Netscape, a senior manager and director at Apple, and an executive at Slack. You'll learn how to apply these lessons to your own experience.

**Lean Customer Development** John Wiley & Sons

In a challenging economy filled with multiple competitors, no one can afford to stagnate. Yet, innovation is notoriously difficult. How do you pinpoint the winning ideas that customers will love? Sifting through purchasing data for clues about what might sell or haphazardly brainstorming ideas are typical strategies. However, innovation expert Stephen Wunker offers the effective Jobs method: determining the drivers of customer behavior--those functional and emotional goals that people want to achieve. This simple shift in perspective opens up new insights about your customers and a wealth of hidden opportunities. For example, social media newcomer Snapchat used the Jobs process to capture the millennial demographic. By reducing functionality, the company satisfied its users' unmet



need to document real life in the moment, without filters and "like" buttons. Packed with similar examples from every industry, this complete innovation guide explains both foundational concepts and a detailed action plan developed by Wunker and his team. In *Jobs to Be Done*, the groundbreaking *Jobs Roadmap* takes you step-by-step through the innovation process and reveals how to: Gather valuable customer insights Turn those insights into new product ideas Test and iterate until you find original profitable solutions And much more! *Jobs to Be Done* gives you a clear-cut framework for thinking about your business, outlines a roadmap for discovering new markets, new products and services, and helps you generate creative opportunities to innovate your way to success.

[Everything Your Design Team Needs to Improve Efficiency and Slash Time-to-Market](#) Dorset House Publishing Company, Incorporated

Product management has become a critical connective role for modern organizations, from small technology startups to global corporate enterprises. And yet the day-to-day work of product management remains largely misunderstood. In theory, product management is about building products that people love. The real-world practice of product management is often about difficult conversations, practical compromises, and hard-won incremental gains. In this book, author Matt LeMay focuses on the CORE connective skills—communication, organization, research, execution—that can build a successful product management practice across industries, organizations, teams, and toolsets. For current and would-be product managers, this book explores:

Real-world tactics for facilitating collaboration and communication How to talk to users and work with executives The importance of setting clear and actionable goals Using roadmaps to connect and align your team A values-first approach to implementing Agile practices Stories that convey realities of product management in the field Common behavioral traps that turn good product managers bad

*A Real-World Guide to the Key Connective Role of the 21st Century* Diversion Books

A companywide approach to improving the effectiveness and longevity of equipment and machines, Total Productive Maintenance (TPM) is a critical component of production line success. The need for a step-by-step guidelines on how to achieve TPM has been filled with the publication of *The TPM Playbook: A Step-by-Step Guideline for the Lean Practitioner*

**The Principles of Product Development Flow** "O'Reilly Media, Inc."

A practical guide to effective business model testing 7 out of 10 new products fail to deliver on expectations. *Testing Business Ideas* aims to reverse that statistic. In the tradition of Alex Osterwalder's global bestseller *Business Model Generation*, this practical guide contains a library of hands-on techniques for rapidly testing new business ideas. *Testing Business Ideas* explains how systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project. It builds on the internationally popular *Business Model Canvas* and *Value Proposition Canvas* by integrating *Assumptions Mapping* and other powerful lean startup-style experiments.

Testing Business Ideas uses an engaging 4-color format to: Increase the success of any venture and decrease the risk of wasting time, money, and resources on bad ideas Close the knowledge gap between strategy and experimentation/validation Identify and test your key business assumptions with the Business Model Canvas and Value Proposition Canvas A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. Testing Business Ideas shows leaders how to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process.

*Hacking Growth* "O'Reilly Media, Inc." "Solving Product lays out the territory, helps you see where you are, and gets you back on track when you're in the ditch." - Amanda Robinson, Product Manager at Salesfloor - Solving Product isn't your typical business book. It's not a book that was written to be read front to back, then simply put away. Solving Product was carefully designed to help product teams and entrepreneurs reveal the gaps in their business models, find new avenues for growth, and systematically overcome their next hurdles by leveraging the greatest resource at their disposal: customers. No matter where you are in the product growth cycle—at the idea stage, at maturity, or somewhere in between—Solving Product will help you: - Gain clarity: Reveal gaps and blindsides, know exactly what challenges you're facing; - Overcome blockers: Lay out clear action plans to fix the most pressing issues and get your business moving forward, fast; - Ignite growth: Find new approaches to get your product growing. The book contains more than

25 case studies and actionable advice from hundreds of product leaders and customer research experts. Solving Product offers a simple, unique, and wildly powerful business compass. It's a book you'll find yourself going back to, time and time again.

*Reveal Gaps, Ignite Growth, and Accelerate Any Tech Product with Customer Research* Addison-Wesley Professional

The Professional Product Owner's Guide to Maximizing Value with Scrum "This book presents a method of communicating our desires, cogently, coherently, and with a minimum of fuss and bother." —Ken Schwaber, Chairman & Founder, Scrum.org The role of the Product Owner is more crucial than ever. But it's about much more than mechanics: it's about taking accountability and refocusing on value as the primary objective of all you do. In *The Professional Product Owner*, two leading experts in successful Scrum product ownership show exactly how to do this. You'll learn how to identify where value can be found, measure it, and maximize it throughout your entire product lifecycle. Drawing on their combined 40+ years of experience in using agile and Scrum in product management, Don McGreal and Ralph Jocham guide you through all facets of envisioning, emerging, and maturing a product using the Scrum framework. McGreal and Jocham discuss strategy, showing how to connect Vision, Value, and Validation in ROI-focused agile product management. They lay out Scrum best-practices for managing complexity and continuously delivering value, and they define the concrete practices and tools you can use to manage Product Backlogs and release plans, all with the goal of making you a



more successful Product Owner. Throughout, the authors share revealing personal experiences that illuminate obstacles to success and show how they can be overcome. Define success from the "outside in," using external customer-driven measurements to guide development and maximize value Bring empowerment and entrepreneurship to the Product Owner's role, and align everyone behind a shared business model Use Evidence-Based Management (EBMgt) to invest in the right places, make smarter decisions, and reduce risk Effectively apply Scrum's Product Owner role, artifacts, and events Populate and manage Product Backlogs, and use just-in-time specifications Plan and manage releases, improve transparency, and reduce technical debt Scale your product, not your Scrum Use Scrum to inject autonomy, mastery, and purpose into your product team's work Whatever your role in product management or agile development, this guide will help you deliver products that offer more value, more rapidly, and more often. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

**The Product Mindset** "O'Reilly Media, Inc."

The must-read summary of Dan Olsen's book: "The Lean Product Playbook: How to Innovate With Minimum Viable Products and Rapid Customer Feedback". This complete summary of the ideas from Dan Olsen's book "The Lean Product Playbook" explains how you can make products that customers love and rave about. By using the "Lean Product Process", in which you repeatedly ask for consumer feedback and adapt accordingly, you can optimize your product and ensure it fulfills market

needs perfectly. The author explains each step in detail to allow you to adopt the Lean Product Process in your own company and start creating products that will satisfy your target consumers today! Added-value of this summary: • Save time • Understand key concepts • Expand your business knowledge To learn more, read "The Lean Product Playbook" to discover how to find the perfect fit between your product and the market.

**Ask the Right Questions** John Wiley & Sons

Describes over two dozen powerful and practical methods for slashing waste and improving resource utilization, spanning the full spectrum from inception to successful product launch. It includes over 150 figures and diagrams and is rich with real-world examples and step-by-step instructions.

**Why So Many Ideas Fail and How to Make Sure Yours Succeed** McGraw Hill Professional

How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people Learn how to conduct successful customer interviews play-by-play Detect a customer's behaviors, pain points, and

constraints Turn interview insights into Minimum Viable Products to validate what customers will use and buy Adapt customer development strategies for large companies, conservative industries, and existing products  
*The Lean Startup* The Lean Product Playbook How to Innovate with Minimum Viable Products and Rapid Customer Feedback

From near-extinction in the early eighties, Harley-Davidson rose to worldwide recognition and is still today one of the great, iconic American motorcycle brands. In this insider guide, former Harley-Davidson executive Dantar Oosterwal offers an exclusive look at how Harley-Davidson was able to adapt in an ever-changing world to stay on top and stay in existence. In *The Lean*

*Machine*, readers learn about Harley-Davidson's secret weapon and go-to formula for outstanding success: Knowledge-Based Product Development. Rooted in Japanese productivity improvement techniques, this method helped Harley realize an unprecedented fourfold increase in throughput in half the time--powering annual growth of more than ten percent. Winner of the 2017 Shingo Prize for Literature, *The Lean Machine*--which is part business journal, part analysis, and part step-by-step toolkit--takes readers through the day-to-day transformation at Harley and identifies universal change and improvement issues so that companies in any industry can incorporate this game-changing system--with predictably excellent results.

Best Sellers - Books :

- [Harry Potter Paperback Box Set \(books 1-7\) By J. K. Rowling](#)
- [Demon Copperhead: A Pulitzer Prize Winner By Barbara Kingsolver](#)
- [The Courage To Be Free: Florida's Blueprint For America's Revival By Ron Desantis](#)
- [Blowback: A Warning To Save Democracy From The Next Trump By Miles Taylor](#)
- [The Wonderful Things You Will Be](#)
- [November 9: A Novel By Colleen Hoover](#)
- [The Housemaid](#)
- [Fahrenheit 451](#)
- [The Untethered Soul: The Journey Beyond Yourself](#)
- [The Psychology Of Money: Timeless Lessons On Wealth, Greed, And Happiness](#)