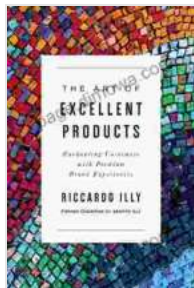


The Art of Excellent Products: A Guide to Creating Products That Customers Love



The Art of Excellent Products: Enchanting Customers with Premium Brand Experiences by Riccardo Illy

★★★★☆ 4.6 out of 5

Language : English
File size : 1302 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 208 pages



In today's competitive market, it's not enough to simply create a product that meets customer needs. To succeed, you need to create products that customers love. Products that are so well-designed, well-made, and well-marketed that customers are willing to pay a premium for them.

In *The Art of Excellent Products*, author Marty Cagan provides a comprehensive guide to creating world-class products. Drawing on his years of experience as a product manager at Google, Microsoft, and eBay, Cagan shares his insights on every aspect of product development, from ideation to launch.

The Art of Excellent Products is a must-read for anyone who wants to create products that customers love. It's packed with practical advice and

actionable insights that can help you take your product development skills to the next level.

What You'll Learn from *The Art of Excellent Products*

- How to identify and validate customer needs
- How to design and develop products that are both useful and delightful
- How to market and sell your products effectively
- How to build a successful product team
- How to measure the success of your products

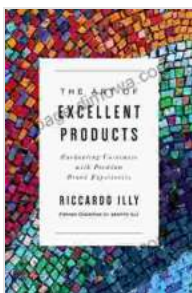
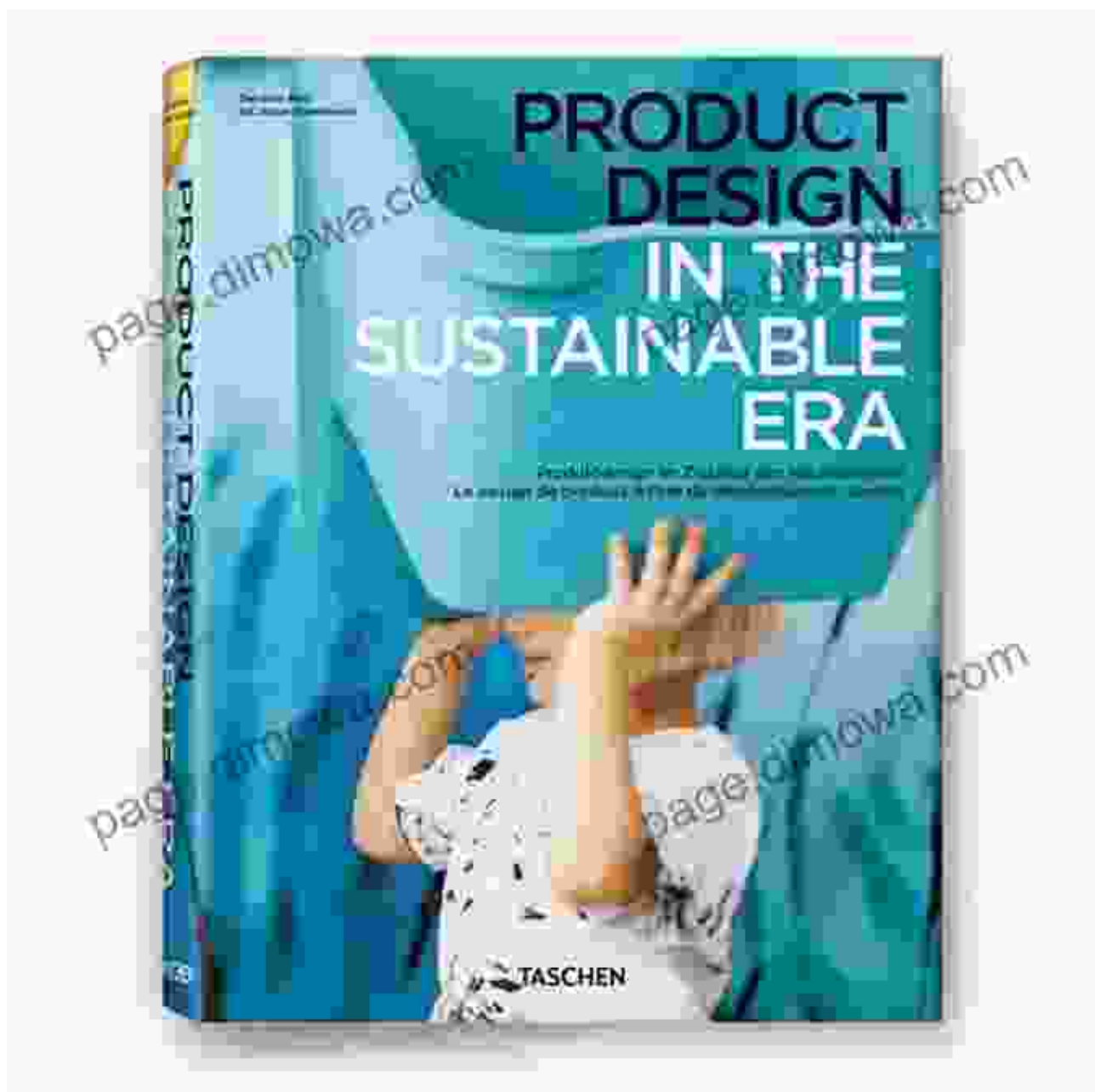
Who Should Read *The Art of Excellent Products*

The Art of Excellent Products is a valuable resource for anyone who is involved in product development, including:

- Product managers
- Product designers
- Product engineers
- Product marketers
- Product executives

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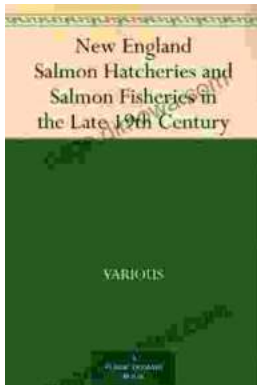
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