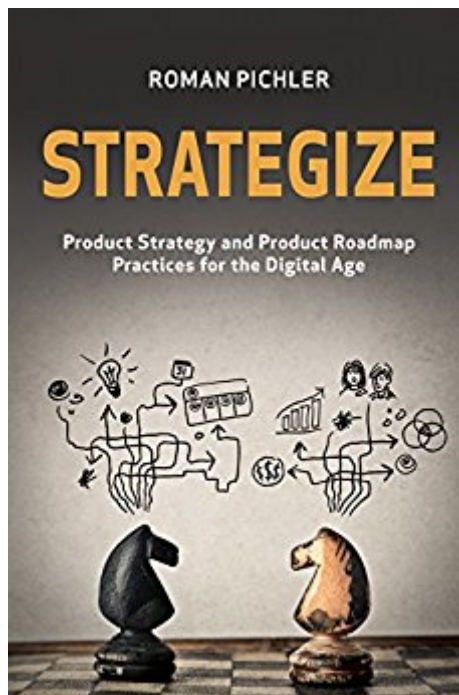




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Strategize: Product Strategy And Product Roadmap Practices For The Digital Age



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 today'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 Under10 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. It's an essential addition to every product manager's reading list." Marc Abraham, Senior Product Manager at Notonthehighstreet.com.

"Roman Pichler'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*

Book Information

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Customer Reviews

It felt like a good book to teach the starting points and some of the difficulties felt by most PO and PMs but at the same time i was expecting a bit more information and guidance ,felt a bit high level. Still worth it though, at the very least you'll learn the stepping stones and guidelines on which to deepen your knowledge.

I would highly recommend this book. It in a very clear manner gives you all of the tools to define your product strategy and release your products. I have given this book away as gifts to many of my colleagues as the road map is full of hints to help you be successful.

If you are new and you want to learn more about product strategy this is the right book for you! If you just want to improve your skills on roadmaps, and strategy, maybe learn more about concepts and methodologies this is a good beginning.

The content is well written and easy to digest. It's written in a way so that you can start implementing what you read.

Well written book that you can pick up easily for any specific guidance throughout product development.

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.

I haven't finished yet but loving it at the moment

Nice and compact book, to the point and informative. Just the way I like it!

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