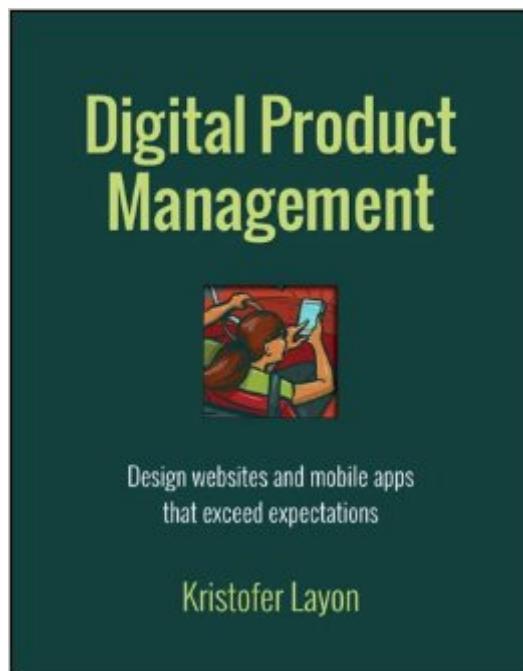


The book was found

Digital Product Management: Design Websites And Mobile Apps That Exceed Expectations (Voices That Matter)



Synopsis

Product management improves the odds that your web sites and apps will be successful, and affirms the value that design brings to organizations and companies. App stores overflow with apps, and the Web seems to have more sites, content, and applications than people could possibly need. So how do you know that you are designing things that will be useful and, ultimately, successful? That's where product management comes in. Use market research to identify problems that people and organizations are really having, and then apply your creative and technical experience to design digital products that meet those needs with high levels of customer satisfaction. Includes a foreword by Whitney Hess, founder and principal of the user experience consultancy Vicarious Partners, and the author of the Pleasure & Pain blog at www.whitneyhess.com/blog.

Book Information

File Size: 4621 KB

Print Length: 183 pages

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: New Riders; 1 edition (December 2, 2013)

Publication Date: December 2, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00H1WMJK0

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #740,051 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #231

in Books > Business & Money > Marketing & Sales > Marketing > Product Management #536

in Kindle Store > Kindle eBooks > Computers & Technology > Web Site Design #790 in Books > Computers & Technology > Networking & Cloud Computing > Data in the Enterprise

Customer Reviews

Loved the book, specially the amount of details the book goes into without overwhelming the reader. Special thanks to Kris for keeping it under 200 pages. Very helpful for beginners who are just getting

into product management .

Good little book. Not overwhelming and full of insight. Worth the quick read.

Excellent source! Recommending it to friebday and associates.

Arrived as promised.

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