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Build Better Products: A Modern Approach To Building Successful User-Centered Products



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Synopsis

It s easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. Build Better Products is a hands-on, step-by-step guide that helps teams incorporate strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.

Book Information

Paperback: 368 pages

Publisher: Rosenfeld Media; 1st edition (November 1, 2016)

Language: English

ISBN-10: 1933820586

ISBN-13: 978-1933820583

Package Dimensions: 8.9 x 6 x 0.8 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 8 customer reviews

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Customer Reviews

This book should be mandatory reading for anybody making product decisions. --Eric Ries, author of The Lean StartupIf you're looking to build a better product (and who isn't?), Klein is here to help. Build Better Products is your go-to guide for relevant frameworks, useful exercises, and actionable expert advice. --Anne Raimondi, SVP of Marketing, Zendesk, and lecturer, Stanford Graduate School of BusinessWe all know that most products fail, but few books offer a prescriptive way to avoid this grim reality. Use Laura's book to guide your product teams toward a successful end run. --Jaime Levy, author, UX Strategy

Laura fell in love with technology when she saw her first user research session over 20 years ago. Since then, she's worked as an engineer, UX designer, and product manager in Silicon Valley for companies of all sizes. Her books, Build Better Products (Rosenfeld Media, 2016) and UX for

Lean Startups (O'Reilly Media, 2013), help teams learn more about their users and apply that knowledge to make products people use and love. She advises early stage startups and consults with companies that want to improve their research, UX, and product development processes. She has a deep and abiding love of business jargon, and her fondest wish is to someday facilitate a synergy or synergize a facilitation. Whichever is easier.

I highly recommend the book to anyone building software, especially entrepreneurs. Examples are from Laura's real experience. Advices are practical and actionable. Here is how exactly it has impacted me:I am an engineer and I tend to build. Currently, I am working on a new software. After reading just the first chapter, I realized I could have further clarified my goals. So I stopped building and went back to the drawing board. Everything I do now has an explicit goal now. It feels so right to know my efforts won't be wasted.

If you are interested in learning the right way to build a product, this book is the perfect companion to help you in every step along the way. New product managers can use this book to start their careers off on the right foot. Experienced product managers can use this book to learn new exercises to help improve their process. Finally, CEOs and others in a company should read this book to understand how much effort it takes to build great product the right way.

This book provides a great overview to designing and developing better products. I appreciate the structure and flow of the book. Especially the section on Empathy and ways to better understand your customers.

This is by far the most comprehensive UX book I've read to date. It brings together so many concepts into one place that I can see it being my new reference guide for process, activities, and overall standards on creating products of value.

Great book and a must read for anyone designing or managing products.

I am very satisfied with all content inside book: the way it's organized, samples provided, clear instructions for various UX and research techniques and - nice touch - pro advices at the end of chapters. This book is among best resources for anybody who wants to build digital products.

Excellent, easy to follow, pragmatic advice & exercises - we'll be adding this immediately to our go-to repertoire! Huge amount of cumulated expertise and experience in one book - great value!

I was a bit surprised this was such a introductory approach to the topic. I guess I expected that a bit, but it never really got beyond beginner level.

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