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Product Strategy Roadmap: Strategic Planning for Marketing Research
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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.

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“ The product strategy describes how the long-term goal is attained; it includes the product ’ s value proposition, market, key features, and business goals. The product roadmap shows how the product strategy is put into action by stating specific releases with dates, goals, and features. ” — 0 likes

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Create a winning game plan for your digital products with Strategize: Product Strategy and Product Roadmap Practices for the Digital Age.

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Using a wide range of proven techniques and tools, Strategize explains how to create effective strategies and actionable roadmaps to help you maximise 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.

~~Strategize | Roman Pichler~~

A product strategy is a high-level plan describing what a business hopes to accomplish with its product, and how it plans to do so. This strategy

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should answer key questions such as who the product will serve (personas), how it will benefit those personas, and what are the company ' s goals for the product throughout its lifecycle.

~~What is a Product Strategy? | Definition and Overview~~

A good product vision should be focused on the long-term outcomes and benefits you ' d like to see in your product. Or as Roman Pichler put it in his book, *Strategize: Product Strategy and Product Roadmap Practices for the Digital Age*, your “ vision describes the ultimate reason for creating the product. ”

~~How to Use Your Product Strategy and Vision to Plan The ...~~

Rather than working in the day-to-day design of a product, strategists conduct research and propose strategies for product lines and total

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business development.

~~Product Strategist vs. Product Manager — Study.com~~

Before you get too far down the path of creating a product strategy and building a product roadmap based on your gut, your executive team ' s thoughts, or even market research, go out and talk—and more important still, listen—to what your users tell you they want. 2. Develop a high-level product vision before mapping out your product strategy.

~~5 Steps to a Winning Product Strategy | ProductPlan~~

'Strategize offers a comprehensive approach to product strategy using the latest practices geared specifically to digital products.

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An effective product strategy should capture the product ' s target group, value proposition, standout features, and business goals. Before you proceed further, you should validate your new strategy and address key risks and assumptions in order to maximise the chances of achieving product success.

~~The Product Strategy Cycle | Roman Pichler~~

product strategy is put into action by stating specific releases with dates, goals, and features. Figure 1 illustrates how the product strate-gy and

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roadmap relate, along with their connection to...

~~To my children, Leo, Yasmin, and Kai~~

Strategize: Product Strategy And Product Roadmap Practices For The Digital Age Roman Pichler Nowadays, it ' s difficult to imagine our lives without the Internet as it offers us the easiest way to access the information we are looking for from the comfort of our homes.

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