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How Product Managers
Can Learn To Understand
Their Customers



Techniques For Product Managers To Better
Understand What Their Customers Really Want

"Practical, proven examples of how
to get the customer insights that are necessary
in order to have a successful product"

Dr. Jim Anderson

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.If you want to be successful as a product manager than you are going to have to be able to create products that solve problems for your customers. In order to do this, you are going to first have to understand your customers - what are their wants and needs? What You ll Find Inside: HOW TO MOVE...

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- Authored by Jim Anderson
- Released at 2015



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