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tjdr - Product Roadmaps Relaunched is an excellent guide for creating and maintaining product roadmaps. The roadmap is a critical - and frequently missed - opportunity to articulate why you are doing this product, why it's important, and why the things on it are absolutely vital to success. What is the book about?

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What is a product roadmap? Properly done, a product roadmap can steer your entire organization toward delivering on the company strategy. It is your vision for how your products will help achieve your organization's strategic goals. A good roadmap inspires buy-in and over-delivery from your entire organization.

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Product Roadmaps Relaunched : C. Todd Lombardo : 9781491971727
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