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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. \$ 49.99. Paperback + Ebooks.

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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. 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.

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5.0 out of 5 starsBest product book I've read in a loooong time. Reviewed in the United States on March 4, 2018. This book is solid. Great frameworks and usable content. The hypothesis tracker is genius. Also, the illustration of people falling off the funnel at various stages is a super effective diagram.

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Unfortunately, it doesn't seem to be any easier to build great products. Hundreds of new products launch every day, only to disappear into the oblivion of consumer disinterest because the decision makers don't understand how to make things their customers want to buy and use. Build Better Products is a practical, hands-on guide that teaches teams how to incorporate strategy, empathy, design, and analytics into their development process in order to build useful, usable, and desirable things.

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That's why I wrote my new book, Build Better Products. It's aimed more at product managers and people who build teams, and it's meant to help larger groups of people work together to create and validate innovative products. If startups and small businesses follow these lean UX practices, what do they have to gain? Honestly, it varies wildly.

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At this moment of profound crisis, we have the opportunity to build a more resilient, sustainable economy - one that will put the United States on an

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