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New Items (4/23/19):

[Cash is a Fact. Profit is an Opinion. (Monday Note)](#)

[10 Steps to a Friction-Free App (Sequoia)](#)

[SEO-ready product descriptions are merchant's blind spots (Practical Ecomm)](#)

[The Problem with "5 Whys" (BMJ)](#)

New Items (4/14/19):

[How Banksy Authenticates his Art (Reprage)](#)

[You Should Organize an Event. Here's How to do it. (Stephanie Hurlburt)](#)

[Here's Why Juicero is so Expensive (@BenEinstein)](#)

[Why You Should Sell End-to-End (E2E) Products in New Markets (TTunguz)](#)

Categories

- a/b testing
- advertising & adtech
- affiliate programs
- auctions
- aggregation
- analytics

- behaviors
- best practices

- catalogs & menus
- checklists
- checkout
- churn
- cohorts
- communities
- content
- crisis mgmt
- culture
- curation
- customer service

- data collection
- debriefings
- decision making
- discovery
- documentation
- drop shipping

- ecommerce tools
- email marketing
- execution
- experiments

- failure
- faqs
- features - benefits

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- finance
- friction & traction

- game theory (todo)
- gamification
- growth

- habits
- humor

- ideation
- innovation
- innovation / repairs
- interviewing
- job definition
- jobs to be done

- kanban

- landing pages
- lead mgmt
- lean startups, agile, scrums
- liquidations
- liquidity / network effects
- loyalty & retention
- lead management

- meetings
- metrics
- music
- mvps (min vble prods)

- naming

- objections
- onboarding

- packaging
- patents, trademarks, intellectual property
- payments
- platforms
- physical products
- piracy
- pivots
- platforms
- positioning
- prediction markets
- presentations
- pricing

- recommend engines
- reputation mgmt
- retail

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- retargeting
- risk management

- sales team mgmt
- sales toolstack
- seo
- [strategy](#)

- [term sheets](#)
- [tools](#)

- ui/ux (TODO)
- [user stories](#)

- [value proposition](#)
- [virality](#)

- [wish lists](#)

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-
a/b testing

[The Conservation of Intent (Andrew Chen)](#)

[5 Tricks when AB Testing is Off the Table (Medium)](#)

[An AB Testing Scale CheatSheet (BenTilly)](#)

[Why AB Tests Should Yield More than Results (Intercom)](#)

[Implications of Multiple Controls in an AB Test (Twitter)](#)

[How to AB Test Like a Badass (Search Engine Watch)](#)

[AB Testing Rules (Search Engine Watch)](#)

[Sequential AB Testing (Evan Miller)](#)

[AB Testing Calculator (Evan Miller)](#)

[Multivariate Testing (NN Group)](#)

[AB Testing and Pricing Pages (Price Intelligently)](#)

[Essential AB Testing Rules (CrazyEgg)](#)

[AB Testing - and Hamsters (A Smart Bear)](#)

[Statistics for AB Testing (Product Coalition)](#)

[AB Testing with Hierarchical Modeling (DominoDataLab)](#)

[AB Test Calculator (Conversioner)](#)

[7 Rules for AB Testing (Lars Lofgren)](#)

[26 Ideas for Split Testing your Search Ads (Search Engine Land)](#)

advertising, adtech

[The Economics of Infomercials (Priceonomics)](#)

[15 Lessons from Infomercials (Medium)](#)

[TV Advertising's Surprising Strength & Inevitable Fall (Stratechery)](#)

[Live or Die by These 5 Street-smart Laws of Advertising (TechCrunch)](#)

[Online Advertising & AdTech Glossary (AppNexus)](#)

[Ad Tech Glossary (DataXu)](#)

[Intro to AdTech (Adzerk)](#)

[List of Advertising Networks (Wikipedia)](#)

[How to Manage Testing Millions of Ads (Search Engine Land)](#)

[Getting started with Google Shopping ads (Practical Ecommerce)](#)

[An Ugly Ad Saved my Business (Greg Kogan)](#)

[Behavioral Advertising](#)

affiliate programs

[How to Build an Amazon Affiliate Website](#)

[How an Affiliate used Amazon S3 to](#)

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[Outrank Everyone on Google (UseJournal)](#)

http://www.postaffiliatepro.com/blog/the-ultimate-list-of-affiliate-programs-part-12/he

aggregation

[Aggregators: a Definition (Stratechery)](#)

[Aggregation Theory (Stratechery)](#)

[Aggregation under Regulation (Stratechery)](#)

analytics

[Startup Metrics: A Love Story (Slideshare)](#)

[Continuous Innovation: A/B Testing at Etsy (Apptimize)](#)

[When One Category Works Against the Others (Mine That Data)](#)

[Ecommerce A/B Testing (Sumo)](#)

analytics tools

[It's Time to Ditch Google Analytics. Here's some Alternatives. (Fast Company)](#)

[From Google Analytics to Fathom (Jeff Geerling)](#)

[Intro to Fathom (Jacob Herrington)](#)

[Simple Analytics](#)

[Essential Tools for Product Managers (Indicative)](#)

[Epic List of Growth Hacking Tools for](#) [non-coders (Twoodo)](#)

[30 Useful Tools for Growth Hacks & Startups (@blobshake)](#)

[The Growth Stack Tools of 2019 (Segment)](#)

auctions

[A Guide to Online Auctions (Nir and Far)](#)

[Auction Theory (Stanford)](#)

[behaviors (GitHub)](#)

attention, attitude, beliefs, bias, bragging, bystander effect, charisma, charity|chivalry, choices, coolness|desire|envy, commitments, concepts, confidence, controversy, creativity, culture, delegation, failure, familiarity, fascination, feedback, leadership, loyalty|trust, getting things done, grit|hustle, habits, humility, influence, interviews, likeability, learning, mental models, mentors, motivations, negotiation, persuasion, power|respect, pressure, prospect theory, promotions, rhyming, scarcity, signaling, social proof, speaking, subterfuge, stoicism, surprise, symbolism

best practices

[Counter-intuitive Competitive Strategies (Collaborative Fund)](#)

[Some Great Writing on Product Management (@kivestu)](#)

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[Strategy Letter V (Joel on Software)](#)
"All else being equal, demand for a product increases when the prices of its complements decrease."

[The 36 Strategems (Wikipedia)](#)

[Startup Lessons (Defmacro)](#)

[Why Dyson's robot vacuum took 16 years](#)

[Picking a Market (Elegant Hack)](#)

[10 Reasons for Weak Products (SVPG)](#)

[Google Ventures' Design Process (TNW)](#)

[Snapchat's Value Ladder (Stratechery)](#)

[4 Business Models for the Data Age (HBR)](#)

catalogs menus

[The Secret Tricks of Restaurant Menus (BBC)](#)

[The Engineering of a Chain Restaurant Menu (Atlantic)](#)

[Neuro Menus (Neuroscience Marketing)](#)

[What we can Learn about Pricing from Menu Designers (GigaOm)](#)

checklists

[A Marketing Checklist (Side Project Checklist)](#)

[Tricks used by Pilots & Surgeons to Overcome Human Error (Nautilus)](#)

checkout

[1-Step Checkout: The Right Way (Kissmetrics)](#)

[18 Tips to Boost Online Checkouts (Search Engine Watch)](#)

churn

[Why Customers Churn (For Entrepreneurs)](#)

[What is Churn Analysis and Why It's Valuable (DataScience)](#)

[Four Kinds of Churn (Predictable Revenue)](#)

[Redefining Churn Rate - No Really this Actually Requires an Entire Blog Post (Shopify)](#)

cohorts

[Retention Cohorts & Vizualizations (Intercom)](#)

[Cohorts (Bslatkin - Github)](#)

[A Beginners Guide to Cohort Analysis (Medium)](#)

communities

[How to Manage a Community Around an Early-Stage Product? (Quora)](#)

[Brick by Brick: A Community Building Guide](#)

[What to Look for When Hiring a Community Manager (Mashable)](#)

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You Should Organize an Event. Here's How to do it. (Stephanie Hurlburt)

A New Way of Looking at Competitors (Steve Blank)

The Power of Reference Customers (SVPG)

content

SEO-ready product descriptions are merchant's blind spots (Practical Ecomm)

Product Descriptions (Practical Ecommerce)

Ultimate Terms (Changing Minds)

45 Tools to Generate Ecommerce Content (Practical Ecommerce)

Copywriting Tips (Nick Kolenda)

The Most Popular Words in Viral Headlines (Buffer)

Content Creation Ideas (Copyblogger)

The Destructive Power of Adjectives (Kissmetrics)

How to Improve Your Writing (Bakadesuyo)

Advertising that Sells (Farnam Street)

Write Your Own Product Descriptions (EcreativeWorks)

3 Words You Need to Avoid in Sales (Insight Squared)

Attention Grabbing Cover Letter Examples (TheMuse)

Blog Taglines (TopRankBlog)

conversions

Conversion Strategies (Andy Johns - Quora)

What Makes Shoppers Click? (Conversion Sciences)

Post-conversion questionnaires (Kissmetrics)

crisis mgmt

Don't Poke the Bear: How to Communicate Sensitive Situations

culture

Inner Workings of Product Management at Product-Led Growth Companies (OpenView Partners)

What Marissa Mayer Brought to Yahoo - Can't be Bought (HackerNoon)

A first-time manager's guide (GetWeeklyUpdate)

Why some companies lose their best people - and others don't (Forbes)

New Employee Handbook (Valve)

Principles by Ray Dalio - excerpt (Bridgewater)

What Makes a Great Product Manager at Google? (Quora)

How to Harness Employees' Emotional

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Energy (Strategy-Business)

8 Principles for Building High Performance Teams (Leadership Now)

We Don't Do That Here (Thagomizer)

44 Engineering Management Lessons (Defmacro)

Psychological Safety, Risk Tolerance and High Functioning Software Teams (Hacker Noon)

42 Leadership Rules (First Round)

Building a Product Culture (Blossom.io)

How We Build Software (Intercom)

Constructive Pessimism (SK Murphy)

Top 10 Product Leadership Lessons (Adam Nash)

21 Management Things I Learned at Imgur (@gerstenzang)

Management Best Practices (TTunguz)

Building Expertise at Work (Julia Evans)

Startup culture isn't about ping-pong tables (Mojotech)

Why T-Shirts Matter (Adam Nash)

The Famous Netflix Culture Slidedeck

curation, personalization

The New Curated Consumer Marketplace

Model: 10 Criteria (Forbes)

15 Tools to Curate Content for Social Media Newsletters (Practical Ecommerce)

Curation and AI Algorithms (Stratechery)

Personalization is Not a Feature (TechCrunch)

The Future of Algorithmic Personalization

Past Behavior doesn't Determine Future Purchases (TechCrunch)

Platforms for User Generated Content (Practical Ecommerce)

Human Curation is Back (Monday Note)

customer service

The 4 Phrases of Amazing Customer Service (Mike Michalowicz)

The Best Customer Service is Invisible (Jackie Huba)

The Email Playbook for Customer Service Reps (Insight Squared)

10 Magic Phrases of Customer Service (Entrepreneur)

How Self-Service Kiosks are Changing Customer Behavior (HBR)

Customer Service Lessons from Jeff the Cab Driver (Marketing Profs)

Lackluster Support (HelpScout)

Live Customer Chat Tips (Kissmetrics)

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Customer Service Phrases (HelpScout)

https://blog.kissmetrics.com/a-great-support-portal/

Why You Should Not Use Twitter for Customer Service: A Cautionary Tale (TheAwl)

The Right Type of Customer Conversations (Intercom)

What Blows Your Customers Away? (Y Combinator)

data collection

Quizzes are Free Data Mining Tools (Marketplace.org)

10 Data Acquisition Strategies for Startups (@Muellerfreitag)

1. manual / brute force
2. narrow the domain (ex: chatbots)
90 Things I Learned from 4 Companies
3. crowdsource / outsource (ex: mech turk, incentive to volunteer contributions)
4. user-in-the-loop (labeling data. ex: recaptcha)
5. side business (CV startups)
6. data traps
7. leverage public datasets
8. license 3rd party industry data (API, SDKs, ... ex: farecast)
9. collaborate with large co
10. small acquisitions

debriefings

Debriefing Guide - PDF (Etsy)

decisions

We use less information that we think to make decisions (Behavioral Economics)

Six Decision-Making Techniques all Product Managers Should Know (Medium)
1. The self-edited idea dump
2. The 2x2 triage
3. The dot vote
4. The stack rank
5. The Roman vote
6. The decision matrix

Deciding What to Build (DC Gross)

Finding Winning Ideas with the Confidence Tool (HackerNoon)

The Cost per Reasonable Decision (John Cutler)

Product Prioritization Techniques (Folding Burritos)

How to Choose Wisely (Nautilus)

How Square De-Fangs Difficult Decisions (First Round)

Making Decisions under Uncertainty (McKinsey)

Smart Decisions (Farnam Street)

Making Good Decisions as a Product Manager (Black Box PM)

How Cultures Around the World Make Decisions (TED)

Seymour Schulich: The Decision Maker (Farnam Street)

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How Our Brain Determines if the Product is Worth the Price (HBR)

What Really Makes Customers Buy a Product (HBR)

The Art of Decision Making as a PM (Sachin Rekhi)

The Data or the Hunch? (1843 Magazine)

The Neuroscience Behind Bad Decisions (Quanta)

discovery, learning

Learn Faster and Better (Scott Young)

Slow Ideas (New Yorker)

Customer Development - Pipedrive (Purde.net)

Talking to Humans - Index (TtH)

A New Approach to Feature Requests (Signal v Noise)

Why People Cancel (Extends Logic)

How to Get Meetings with People Too Busy to See You (Steve Blank)

Relearning the Art of Asking Questions (HBR)?

How to do Price Discovery (TTunguz)

Customer discovery: It's OK to Ask Would You Use This (SK Murphy)

How to Organize Customer Interview Data

(SK Murphy)

The Mom Test

Interviewing Customers the Right Way (First Round)

Continuous Customer Discovery: How to be Smarter than your Investors (Steve Blank)

How to Make Customer Development Interviews Less Weird & More Natural (Kevin DeWalt)

One Conversational Tool to Make You Better at Everything (Fast CompanY)

Maybe the Voice of the Customer... Isn't (FutureLab)

26 Customer Development Resources (Kissmetrics)

The Ultimate List of Customer Development Questions (Mike Fishbein)

Identifying Non-Customers for Customer Interviews (Sirius Decisions)

What are some Methods & Tools for Analyzing Customer Discovery Interviews? (Quora)

documentation

Write Better Docs (OpenSource)

drop shipping

Drop Shipping vs Marketplaces: Pros & Cons (Practical Ecommerce)

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Drop Shipping, Pt 1: Supply Chain History (Practical Ecommerce)

Drop Shipping, Pt 2: The Basics (Practical Ecommerce)

Drop Shipping, Pt 3: Suppliers vs Retailers (Practical Ecommerce)

ecommerce tools

Intro to Google Tag Manager (Practical Ecommerce)

Tag Manager (Google Developers)

Channel Advisor

15 Tools to Optimize Ecommerce (Practical Ecommerce)

email marketing

How CD Baby Built 20K Citations with one Email (Search Engine Land)

How to Write Email with Military Precision (Flipboard)

Email Starter Templates (Chamaileon.io)

Email Marketing Metrics (Pt 2, Advanced) (Practical Ecommerce)

Email Marketing Metrics (Pt 1, Basics) (Practical Ecommerce)

28 Responsive Email Templates (Practical Ecommerce)

4 Transaction Emails You Should be Optimizing (Shopify)

10 Examples of Highly Effective Welcome Emails (Vertical Response)

How to Get Busy People to Take Action When You Send an Email (Both Sides of the Table)

Inspiring Email Subject Line Hacks from the SxSW Catalog (Conversion Sciences)

Eye Catching Email Subject Lines (Unbounce)

Email Lead Capture (Sixteen Ventures)

How to Build an Email List (Matt Barby)

High Open Rates (Kissmetrics)

Email Clickthru Rates (Kissmetrics)

Increased LTV with Remarketing (Kissmetrics)

Loss Aversion Upgrade Mails (Customer.io)

execution

Startup Advice (Both Sides of the Table)

57 Startup Lessons (Defmacro)

Products over Projects (Martin Fowler)

Using Dashboards to Change Behavior (Outlyer)

Lessons from the German Mittelstand (Inc)

Ten Tactics to Do the Impossible (PM Hardcore)

Planning Poker (Wikipedia)

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Structured Problem Solving (Ascendant Consulting)

Startup Business Plan: 10 Questions You Need to Ask Yourself (A Smart Bear)

How I Run a Marketplace with 11 Properties & 5000 Vendors (LimeDaring)

90 Things I Learned from 4 Companies (Jason Goldberg)

How to Go Faster (Seth Godin)

The GIST board: a new way to do Planning & Execution (Itamar Gilad)

Execution is Everything (25iq)

Project Management: Evidence-based Scheduling (Joel on Software)

Best Practices: Building Weatherproof Companies (A16Z)

Development at Segment: 10 Best Practices (Segment)

How to Scale Engineering Teams by Writing Things Done: RFCs (Pragmatic Engineer)

Getting Things Done (Julia Evans)

The Cost of a Screw - and the Value of a Photo (TTunguz)

The Behaviors of Super-Successful Companies (Sam Altman)

Make Operations your Secret Weapon. Here's How. (First Round)

12 Metrics that must be Measured & Managed Relentlessly (Terry Starbucker)

Moneyball for Engineers: How semiconductor managers can learn from Sports (McKinsey)

Bumping the Lamp: the Reason for Caring (Hello Erik)

execution/OKRs

The Art of the OKR (Elegant Hack)

Using OKRs to Increase Organizational Learning (Elegant Hack)

Why Key Results Need to Be Results (Elegant Hack)

experiments, validation

Running Experiments with Purpose (Luke Thomas)

An introduction to Experiment Pairing (Precoil)

Experimenting with Price and Product (Instigator Blog)

10 Common Experiments - How to Build Them (Optimizely)

The Dirty Dozen: Common Mistakes in Analytics Experiments (Acolyer)

Idea Validation Playbooks (Learning Loop)

Sometimes It's Not Change They Hate (Users Know)

How to Validate Demand (Upupgrow)

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[How We Did it: Idea to Paying Customers in 7 Weeks (Buffer)](#)

[A Guide to Validating Product Ideas (Smashing Magazine)](#)

[Building Products People Want: Mike Krieger's 8 Principles (TechCrunch)](#)

[Stop Validating. Start Falsifying (Roger Cauvin)](#)

[Users Don't Know What They Want Until They See It (WSJ)](#)

[Test Your Idea (Hubstaff)](#)

failure, autopsies

[Just Fail Faster (ZenHabits)](#)

[Failing Well (Info Arbitrage)](#)

[Startup Failure Post Mortems (Chubby Brain)](#)

http://autopsy.io/

[Fear of Failure in Large Corporations (Steve Blank)](#)

[The Big Takeaway: Learning from Failure (Pando)](#)

[Learning to Let Go: Making Better Exit Decisions (McKinsey)](#)

[Video Rental Stores (Vox)](#)

[What is an 8D? (Wikipedia)](#)

[What is a Failure Mode & Effects Analysis (FMEA)? (Wikipedia)](#)

failure/5-whys

[The Problem with "5 Whys" (BMJ)](#)

[How to Run a 5-Whys Session with Humans (Slideshare)](#)

faqs

[20 Examples of Proper FAQ Pages (DCrazed)](#)

[30 FAQ Pages with Effective UX Principles (Spyre Studios)](#)

[Effective FAQ Pages (Six Revisions)](#)

features, benefits

[Release Notes Drive Feature Adoption (Kissmetrics)](#)

[3 Feature Buckets: A Guide to Product Planning (Adam Nash)](#)

[Features vs Products (jtbd.info)](#)

[Every Company is Disruptable - Keep Your Products Simple (TechCrunch)](#)

[Babe Ruth and Feature Lists (Google Ventures)](#)

[Features Tell. Benefits Sell (HelpScout)](#)

[Features Don't Mean Success (Kissmetrics)](#)

[Whats the Best Way to Prioritize a Feature List? (Quora)](#)

[Product Prioritization at Pandora (First](#)

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Round)

[Your App is just a Collection of Tiny Details (Coding Horror)](#)

finance

[Cash is a Fact. Profit is an Opinion. (Monday Note)](#)

[Understanding financial statements (Slideshare)](#)

[Interactive Guide to Capital Markets (Goldman Sachs)](#)

[Debt-to-Equity Ratio: A Refresher (HBR)](#)

[The Cost of Capital: A Refresher (HBR)](#)

[SG&A Metrics - by Industry (SAIbooks)](#)

[Cost of Capital: 2015 Valuation Handbook (Google Books)](#)

friction, traction

[10 Steps to a Friction-Free App (Sequoia)](#)

1) Start at the VERY beginning.
2) Make a friction slide deck
3) Baseline awareness-to-worth-it time.
4) NUX improvements are never done.
5) Don't hide the money button!
6) Language matters. A/B your copy.
7) Share it - in two taps.
8) Rank by impact/effort.
9) Fast usually - not always - wins.
10) Revisit your audit

[The Hierarchy of Engagement (@Sarahtavel)](#)

[Amazon's Friction-Killing Tactics (First Round)](#)

[Traction ebook summary](#)

[Lumosity and Complexity - not Simplicity (First Round)](#)

[Conversion successes (Thumbtack)](#)

[How Paypal & Reddit Faked Their Way to Traction (Medium)](#)

[8 Reasons Users Aren't Filling Out Your Forms (UX Movement)](#)

gamification

[The Pros & Cons of Gamification (Tutsplus)](#)

[Gamification Marketing Elements (Social Media Examiner)](#)

growth hacks

[A Dozen Attributes of a Scalable Business (25iq)](#)

[35 Big Companies that Started with Little or No Money (TechCrunch)](#)

1) Figure it out, then ask for money
2) self-reliance rules
3) everyone's money is green
4) sell sell sell
5) miserly marketing
6) efficiency >> capital
7) boring is good
8) blessed are the unfundable

[Distribution Model Sales Channels (A16Z)](#)

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habits

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[Irresistible (Gainsight)](#)

[Habits and Hooks (CMXhub)](#)

[The Habit Zone (Nir and Far)](#)

[Ryan Holiday interview (Nir and Far)](#)

[Building a Habit Guide (James Clear)](#)

[Habit Stacking (Farnam Street)](#)

[Habits are the New Viral: Why Startups Must be Behavior Experts (TechCrunch)](#)

humor

[How Scientists Make People Laugh (TED)](#)

[Adding Mischief & Delight into Products (TNW)](#)

ideation

[argue with your customers (RockStarCoders)](#)

[Finding a Winning Idea with the Confidence Tool (HackerNoon)](#)

https://www.techinasia.com/10-ways-choose-idea-startup

[The Startup Idea Matrix (Medium)](#)

[13 Ways to Generate New Ideas (Design School)](#)

[Where do New Ideas Come From? (Smithsonian)](#)

[The Bingo Method (Seth Godin)](#)

[Deliberate Ideation: Some ways of thinking of new Ideas (Quora)](#)

[Startup Ideas (Paul Graham)](#)

[Where do Eureka Moments come from? (New Yorker)](#)

[23 Ways to Generate Startup Ideas (StartupRob)](#)

[Fast Idea Generator (DIY Toolkit)](#)

[One Big Idea (Elegant Hack)](#)

[Ideation Sprints (Elegant Hack)](#)

[Collective Genius (HBR)](#)

[7 Unusual Psychological Ideation Techniques (Spring)](#)

[What is Idea Diffusion (Seth Godin)](#)

[The Glossary of Science Fiction Ideas (Technovelgy)](#)

[Why 3 MIT Grads Want to Send you an Empty Box (Wired)](#)

[Your Idea Sucks - Now Go Do it Anyway (A Smart Bear)](#)

innovation

[The Hard Truth about Innovative Cultures (HBR)](#)

[Five Questions Companies Should Ask Before Making an Innovation-Driven Acquisition (HBR)](#)
1. Have we really seen the future? Are we just rolling the dice?

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2. Are we going to have to work really hard to differentiate the products from the acquisition?
3. Is there a future disruptor we don't see or that we have underestimated?
4. Are we buying the company for what we can learn from it — or what we can teach it?
5. Are we chasing numbers or transformative innovation?

[Why Proctor & Gamble is more Disruptive than You Think (Medium)](#)

innovation/repairs

[Repair is as Important as Innovation (Economist)](#)

[Buying Enterprise Software (Philip Yurchuk)](#)

[Repair Cafe](#)

[105 Service Businesses (Entrepreneur)](#)

interviewing

[20 Questions to Ask Before Joining a Startup (GitHub)](#)

job definition

[Five product management Myths (Noah Weiss)](#)

[The Benefits of Being an Expert Generalist (99U)](#)

[How to Say No (General Assembly)](#)

[Product Strategy Means Saying No (Intercom)](#)

[Negotiate Like a Pro: Say No to Product Feature Requests (HackerNoon)](#)

[Product Management is a Lot like Playing Poker (Brandon Chu)](#)

[Don't be a Product Person. Be a Merchant (Iterative Path)](#)

[What Distinguishes the Top 1% of Product Managers from the Top 10? (Quora)](#)

[What it Takes to Become a Great Product Manager (HBR)](#)

https://www.kennorton.com/essays/productmanager.html

[Leading Cross-Functional Teams (Ken Norton)](#)

[Behind Every Great Product... (SVPG)](#)

[Product Manager is a Company, NOT a Department (High Tech in the Hub)](#)

[Four Types of Product Management Skills (Steve Johnson)](#)

[The Astonishing Financial Benefits of Improving Product Management Effectiveness (Hardcore PM)](#)

[A Product Manager's Job (Josh Elman)](#)

[How to Master Product Management (the Discipline, not the Job) (Medium)](#)

jobs to be done

[Jobs to be Done (Business of Software)](#)

[Milkshake Marketing by Clay Christensen (HBR)](#)

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kanban

Kanban (Atlassian)

4 Kanban Principles (Kainexus)

Personal Kanban (Lifehacker)

landing pages

Landing page checklist (Unbounce)

Landing page inspirations (Cortes.design)

lead management / user acquisition

Product Qualified Leads (PQLs) (Traffic is Currency)

Value Metrics (Price Intelligently)

Predictable Revenue - book Summary

Effective Lead Scoring (Mattermark)

Case study: Auto-qualifying new leads without Lead Scoring (Marketing Sherpa)

Intro to Lead Generation (HubSpot)

5 Lesser-known Lead Generation Hacks (Medium)

User Acquisition (Adam Nash)

User Acquisition: 5 Traffic Sources (Adam Nash)

User Acquisition: Viral Factor Basics (Adam Nash)

User Acquisition: Mobile Web vs Mobile Apps (Adam Nash)

lean, agile, scrums

The Lean Startup - book summary Dropbox/prodmgmt/lean-agile

Leanstack

Scrum Basics (ScrumGuides)

Design Sprints (Google Ventures)

loyalty & retention

Growth Hacking & Retention (Sixteen Ventures)

Customer Loyalty is Overrated (HBR)

Customer Loyalty Programs (HelpScout)

Mythbusting Six Perceptions about Customer Loyalty Programs (HBR)

How to do a Retention Analysis (KeenIO)

5 Ways to Resurrect Customers (Blossom)

liquidations, closings

Everything Must Go: How to Liquidate a Store (HBR)

How to Sunset a Feature

Sundown Products Need Love Too (Brian Piercy)

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liquidity | network effects

[The Network Effects Manual (NFX)](#)

[10 Marketplace Monetization Strategies (Medium)](#)

[Finding the Platform in Your Product (HBR)](#)
1) open the door to 3rd parties
2) connect different customer groups
3) connect products to different customers
4) supplying to a multi-sided platform

[The Anatomy of a Managed Marketplace (TechCrunch)](#)

[The Power of Data Network Effects (Matt Turck)](#)

http://platformed.info/whatsapp-instagram-marketing/

[Give Away Your Legos: Scaling Strategies (First Round)](#)

[Uber Fights (Stratechery)](#)

http://platformed.info/twitter-whatsapp-uber-airbnb-network-effects/

[Network Effects & Critical Mass (A16Z)](#)

http://platformed.info/virality-viral-growth-network-effects

[Network Effects Aren't Enough (Techcrunch)](#)

[Building a Marketplace: an Online Disruption Checklist (Slideshare)](#)

[All Marketplaces are not Equal: 10 Factors to Consider](#)

> New Experience vs. the Status Quo.
> Economic Advantages vs. the Status Quo
> Opportunity for Technology to Add Value
> High Fragmentation
> Friction of Supplier Sign-Up
> Size of the Market Opportunity
> Expand the Market
> Frequency
> Payment Flow
> Network Effects

[Liquidity Hacking: How to Build a Two-Sided Marketplace (Pando)](#)

[How we Model a Two-Sided Marketplace (Segment)](#)

[Liquidity Hacking (VentureBeat)](#)

[On Liquidity (Dan Martell)](#)

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