Updated as of May, 2017

This Resource Catalog is intended to support the Udemy.com digital courseware "Digital Product Management" by Scott Germaise. Suggested books and other resources will be listed by course section for those lectures that had references to external materials.

None of the listed items are required to complete the course. However, for those who wish to dive much more deeply into individual subject areas, these materials are highly recommend. Many items here will have associated costs or fees. (Full disclosure: some items may have "affiliate links" such that any purchase could result in a small commission to me.)

Note: Not all sections will have additional resources listed.

While I will try to maintain currency of this list, it's important to note that – especially with book type products – new editions are published all the time. When you click through on a link – on a book product for example – you should also look carefully at the results and consider doing an additional search on the title / author to see if a later edition is available.

I hope you find these resources useful. If you have suggestions for additional resources you've found helpful in your learnings on these topics, please let me know. You can contact me via the course messaging system or this form: http://tetramesa.com/contact/

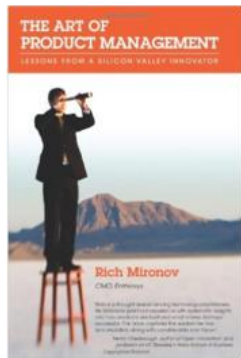Thank you,
Scott

Section Product Management Basics:

[The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback](#)
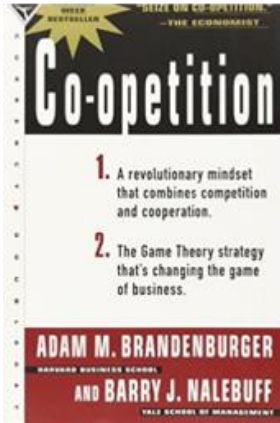
Dan Olsen

[The Art of Product Management: Lessons from a Silicon Valley Innovator](#)
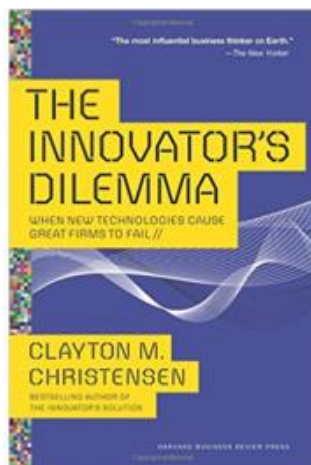
Rich Mironov

Co-Opetition

Adam Brandenburger and
Barry Nalebuff

The Innovator's Dilemma

Clay Christensen

Diffusion of Innovations, 5th Edition

Everett M. Rogers
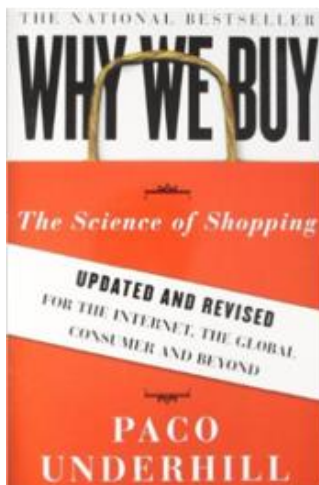
Why We Buy: The Science of Shopping-- Updated and Revised for the Internet, the Global Consumer, and Beyond
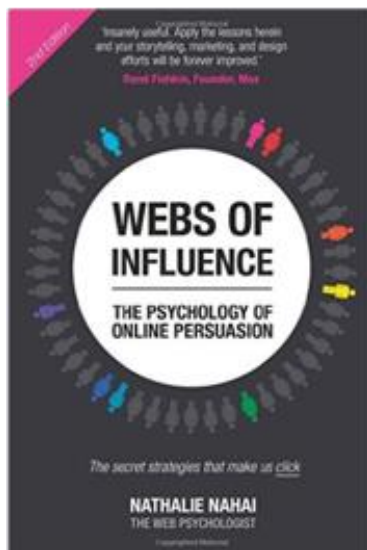
Paco Underhill
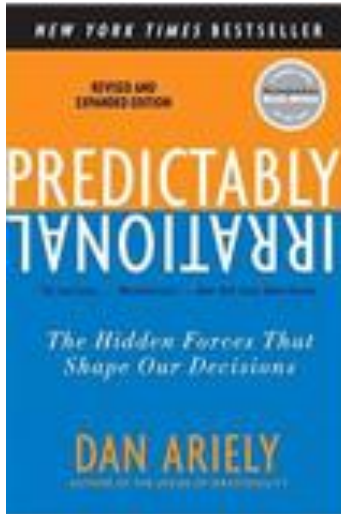
Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions

Dan Ariely

Webs of Influence: The Psychology of Online Persuasion (2nd Edition)

Nathalie Nahai
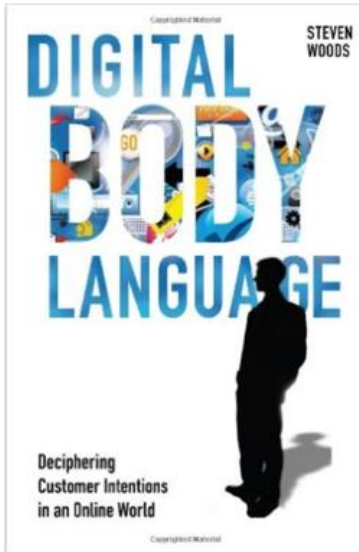
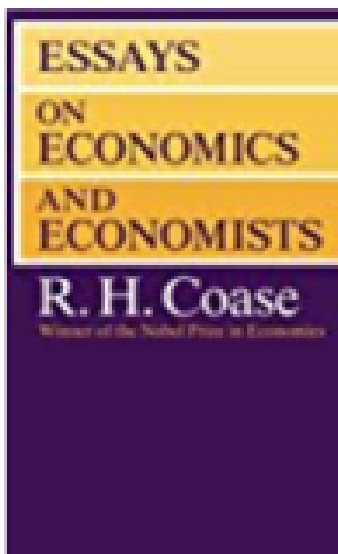**Digital Body Language**

Steven Woods

Essays on Economics and Economists

R. H. Coase
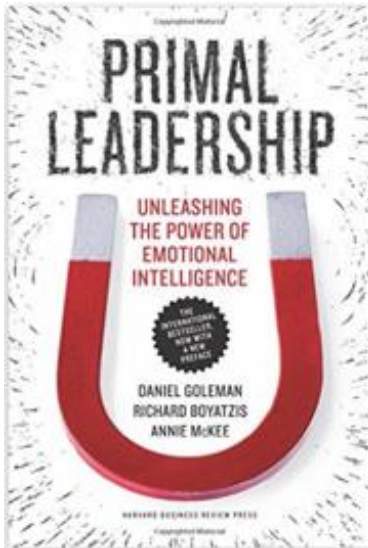
Primal Leadership

Daniel Goleman,
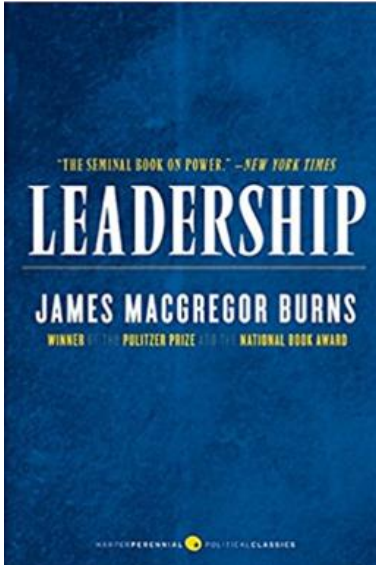Richard Boyatzis,
Annie McKee
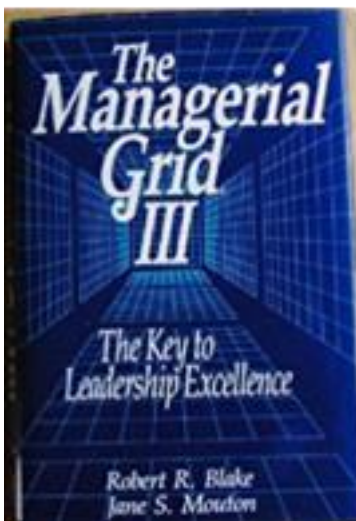
The managerial grid III: A new look at the classic that has boosted productivity and profits for thousands of corporations worldwide
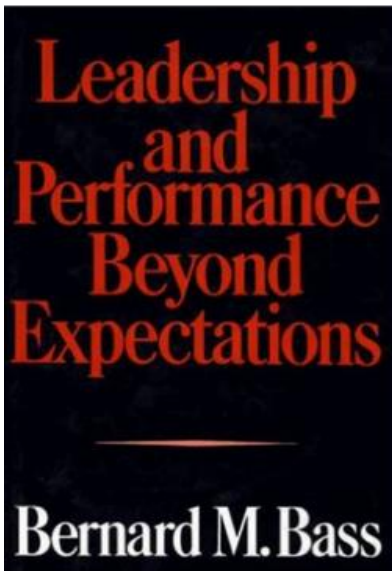
Robert Rogers Blake

Leadership

James MacGregor Burns

Leadership and Performance Beyond Expectations

Bernard M. Bass

Section: Product Management for Web and Mobile
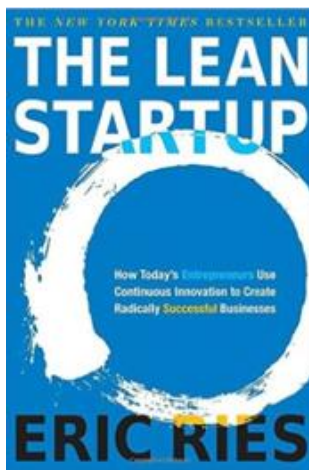
The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

Eric Ries

The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback
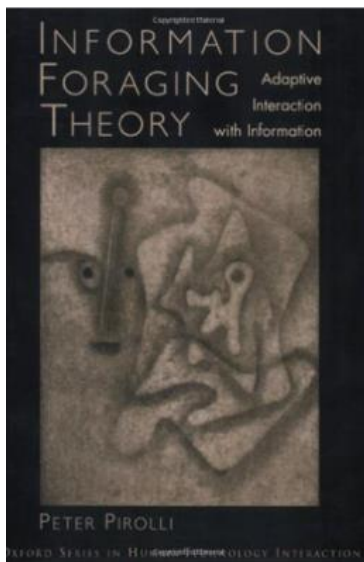
Dan Olsen

(also mentioned in earlier section)

Information Architects

Richard Saul Wurman

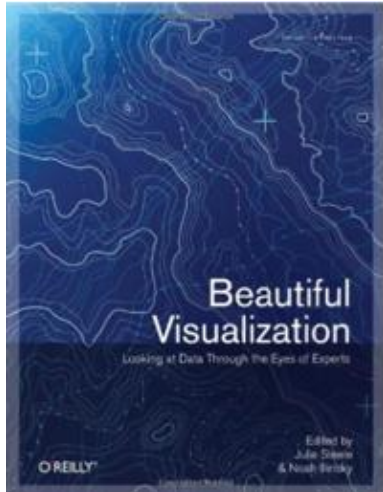**Information Foraging Theory: Adaptive Interaction with Information (Human Technology Interaction Series)**

Peter L. T. Pirolli

Beautiful Visualization: Looking at Data through the Eyes of Experts (Theory in Practice)

Julie Steele

Information Dashboard Design: Displaying Data for At-a-Glance Monitoring 2nd Edition

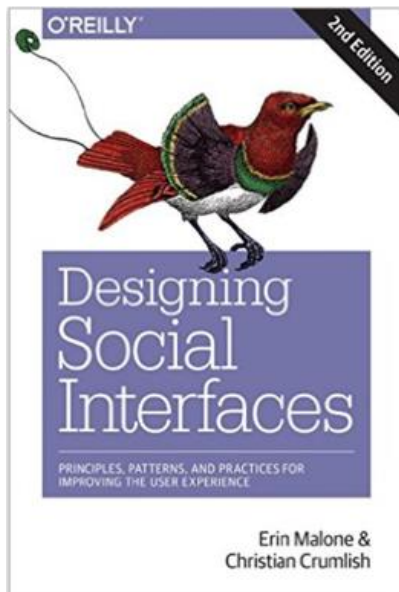Stephen Few

Content Strategy Alliance Tools & Templates

Designing Social Interfaces: Principles, Patterns, and Practices for Improving the User Experience
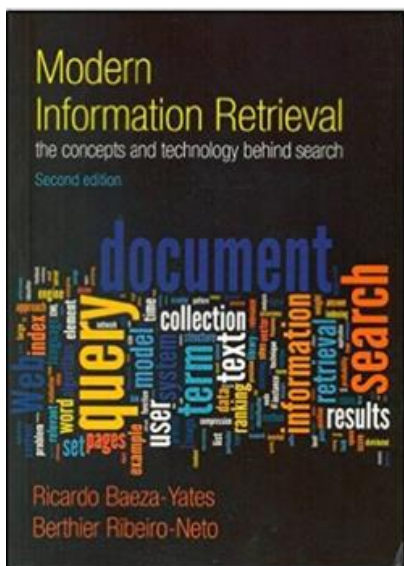
Christian Crumlish, Erin Malone

Web Form Design

Luke Wroblewski

Modern Information Retrieval: The Concepts and Technology behind Search (2nd Edition)
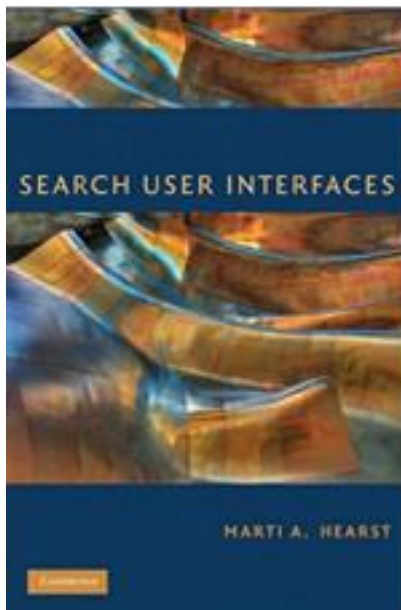
Ricardo Baeza-Yates
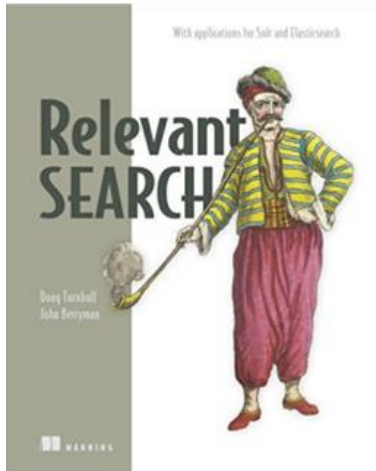
Relevant Search: With applications for Solr and Elasticsearch

Doug Turnbull

Search User Interfaces

Marti A. Hearst

Search Patterns: Design for Discovery

Peter Morville, Jeffery Callender

Section: Internet Development Technologies
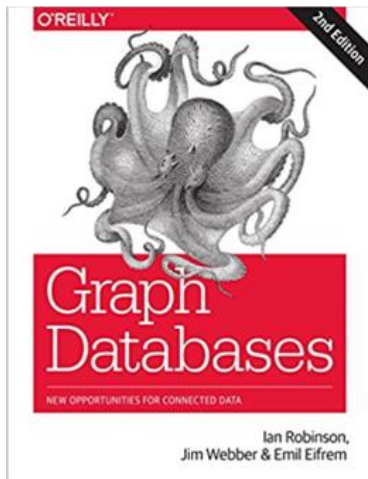
[Graph Databases: New Opportunities for Connected Data](#)

Ian Robinson, Jim Webber, Emil Eifrem

Section: Analytics
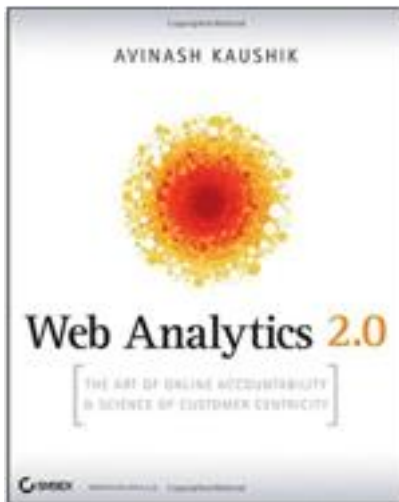
Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity

Avinash Kaushik
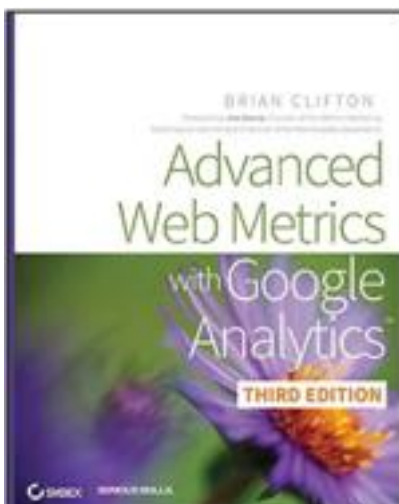
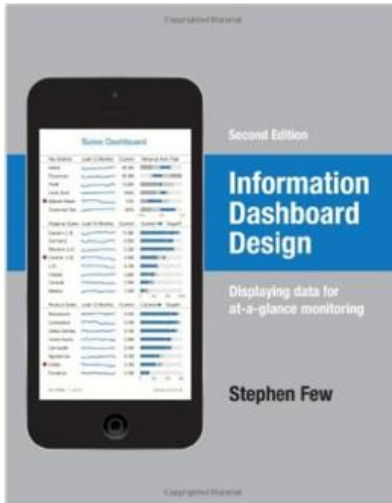## Advanced Web Metrics with Google Analytics 3rd Edition

Brian Clifton

[Information Dashboard Design: Displaying Data for At-a-Glance Monitoring](#)

Stephen Few