



## RECOMMENDED READING

### Books

- ❑ "Inspired" - Marty Cagan (<https://www.amazon.com/INSPIRED-Create-Tech-Products-Customers-ebook/dp/B077NRB36N>)
- ❑ "Sprint" - Jake Knapp (<http://www.amazon.com/Sprint-Solve-Problems-Test-Ideas/dp/150112174X>)
- ❑ "How Google Works" - Eric Schmidt, Jonathan Rosenberg (<http://www.amazon.com/How-Google-Works-Eric-Schmidt/dp/1455582344>)
- ❑ "Lean Analytics" - Alistair Croll & Benjamin Yoskovits (<http://www.amazon.com/Lean-Analytics-Better-Startup-Faster/dp/1449335675>)
- ❑ "UX for Lean Startups" - Laura Klein (<http://www.amazon.com/UX-Lean-Startups-Experience-Research/dp/1449334911>)
- ❑ "The Hard Thing About Hard Things" - Ben Horowitz (<https://www.amazon.com/Hard-Thing-About-Things-Building-ebook/dp/B00DQ845EA>)
- ❑ "Lean Customer Development" - Cindy Alvarez (<https://www.amazon.com/Lean-Customer-Development-Building-Customers/dp/1449356354>)
- ❑ "Creative Selection" – Ken Kocienda (<https://www.amazon.com/Creative-Selection-Inside-Apples-Process/dp/1250194466>)

### Favorite Blogs

- ❑ <http://svpg.com/articles> (bi-weekly newsletter)
- ❑ <http://www.mindtheproduct.com/product-management-newsletter/>
- ❑ <https://stratechery.com/> (largely about tech oriented strategy, very insightful. I pay for the premium articles)
- ❑ <https://www.producthunt.com/>
- ❑ <https://www.producttalk.org/>

### Great Articles / eBooks

- ❑ Jeff Bezos 2017 Letter to Shareholders: <https://www.sec.gov/Archives/edgar/data/1018724/000119312517120198/d373368dex991.htm>
- ❑ Trello Remote Work Guide: <http://info.trello.com/embrace-remote-work-ultimate-guide>
- ❑ Pivotal – Microservices and Cloud Native Application Architecture: <https://content.pivotal.io/ebooks/migrating-to-cloud-native-application-architectures>

### Podcasts

- [How I Built This](#) by Guy Raz of NPR