
Up Your Game: The Best Blogs and Books for Product Managers





Understanding Product Strategy

1. Using Data to build your Product Strategy : <https://www.youtube.com/watch?v=S8tuwvli5183>.
2. How to Create Your Product Strategy by Dan Olsen :
<https://www.youtube.com/watch?v=11b2JdeHoGM>
3. Product Strategy: The Missing Link by Inspired Author Marty Cagan
https://www.youtube.com/watch?v=x4H_gluZI10
4. Good Strategy/Bad Strategy: The Difference and Why It Matters by Richard P. Rumelt
5. The Art of Action: How Leaders Close the Gaps Between Plans, Actions and Results by Stephen Bungay



Understanding Product Design

1. Guide for UX designers to make the right decisions for users and for the product :
<https://www.youtube.com/watch?v=98ybuKcRNVA>
2. Book : Dont Make me Think
3. Journey Maps to Understand cutomer needs: <https://www.youtube.com/watch?v=CquXSGaTjk8>
4. UX Mapping Methods: When to Use Which: <https://www.youtube.com/watch?v=2YpC3R1zNdA>
5. Book : The design of everyday things



Understanding Customer Needs

1. I Was Seduced By Exceptional Customer Service | John Boccuzzi, Jr. :
<https://www.youtube.com/watch?v=GH1TXfQSwUQ>
2. Book: The effortless Experience
3. Needs customers have while buying a product or service :
<https://www.youtube.com/watch?v=oE04ZQ6cu3E>
4. Market Research Explained: <https://www.youtube.com/watch?v=NSavcu-clS0>
5. Book : Delivering Happiness by Tony Hsieh



Best Product Growth Case Studies

1. How Slack Became an \$16 Billion Business by Making Work Less Boring: <https://nira.com/slack-history/>
2. Zoom Journey into being a \$140 Billion Company :
<https://thestrategystory.com/2021/03/19/zooms-growth-strategy/>
3. The inside Story behind the unlikely rise of AirBnB:
<https://knowledge.wharton.upenn.edu/podcast/knowledge-at-wharton-podcast/the-inside-story-behind-the-unlikely-rise-of-airbnb/>
4. Discover Calm's Billion Dollar Marketing Strategy :
<https://medium.com/scale-fanatics/discover-calms-billion-dollar-marketing-strategy-7db1c289d21b>
5. How Duolingo Built A \$700 Million Business With Its Addictive Language-Learning App:
<https://www.forbes.com/sites/susanadams/2019/07/16/game-of-tongues-how-duolingo-built-a-700-million-business-with-its-addictive-language-learning-app/?sh=5318d73b3463>



Engg Blogs to learn System Architecture

1. Facebook Engineering Blog - <https://code.fb.com/>
2. Uber Engineering Blog - <https://eng.uber.com/>
3. Netflix Tech Blog - <https://medium.com/netflix-techblog>
4. Twitter Engineering - <https://blog.twitter.com/engineering>
5. Airbnb Engineering - <https://medium.com/airbnb-engineering>
6. Google Cloud Platform - <https://cloud.google.com/blog/products/gcp>
7. Microsoft Azure - <https://azure.microsoft.com/en-us/blog/>
8. Amazon Web Services - <https://aws.amazon.com/blogs/aws/>
9. Google Developers - <https://developers.googleblog.com/>
10. The GitHub Blog - <https://github.blog/>



Thank you.

- Akansha

