

# What do we ultimately care about as a PM?



LECTURE  
SUMMARY

## Covered in this lecture:

The most important things  
to keep in mind

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*Taught by:*



- ▶ If you work at a company, they will already know exactly who their competitors are
- ▶ Tip: Stay on top of industry news and pay close attention to the new features that your competitors build
- ▶ See what you can learn from your competitors

*See you next lecture!*