

Sources used

To create Product Management 101

Books

- Roger Best, *Market-based management*
- Oliver Burkeman, *Time Management for Mortals*
- Marty Cagan, *Inspired and Empowered*
- Robert Cooper, *Lean, rapid and profitable new product development*,
- Linda Gorchels, *The product manager's handbook*
- J. Richard Hackman, *Leading Teams*
- Chip and Dan Heath, *Decisive*
- Philip Kotler, *Marketing management*
- Brian Lawley, *Product management for dummies*
- Rich Mironov, *The art of product management*
- Alex Osterwalder, *Value proposition design*
- V. Katsuri Rangan, *Transforming your go-to-market strategy*
- Eric Ries, *The lean startup*
- Peter Thiel, *Zero to One*
- Michael D. Watkins, *The First 90 Days*
- Julie Zhuo, *The Making of a Manager*
-

Articles and blogs

- James Anderson, *Why the highest price isn't the best price*,
<https://sloanreview.mit.edu/article/why-the-highest-price-isnt-the-best-price/>

- Patrick Anderson, *Price elasticity of demand*,
https://scholar.harvard.edu/files/alada/files/price_elasticity_of_demand_handout.pdf
- Blake Bartlett, *Product-Led Growth vs. Sales (Zoom Case Study)*
<https://youtu.be/mpwFhIMewuI?si=XNS3aO19aogrcF7v>
- Dev Basu, *Inbound marketing, the customer finds you*,
<https://www.theglobeandmail.com/report-on-business/small-business/sb-marketing/inbound-marketing-the-customer-finds-you/article4258852/>
- Gagan Biyani, *Explained: the actual difference between growth hacking and marketing*
<https://thenextweb.com/insider/2013/05/05/the-actual-difference-between-growth-hacking-and-marketing-explained/>
- Marty Cagan, *Product success*, <https://svpg.com/product-success/>
- Utpal Dholakia, *A quick guide to value-based pricing*, HBR
- Donald Hambrick and James Fredrickson, "Are you sure you have a strategy?" *Academy of Management Executive*
- Greetje den Holder, *Here is what growth hacking is not*,
<http://budgetvertalingonline.nl/business/what-growth-hacking-is-not/>
- Ehsan Jahandarpour, *4 growth hacking strategies that work like magic*,
<https://www.entrepreneur.com/article/276641>
- Mezzolab, *Chapter III: The cycle of inbound marketing*,
https://www.mezzolab.com/en/blog/cycle_of_inbound_marketing
- Rich Mironov, *Product Bytes*, www.mironov.com
- Luke O'Kelley, *B2B marketing buzzwords: Growth hacking vs. inbound marketing*, <https://www.mltcreative.com/blog/b2b-marketing-buzzwords-growth-hacking-vs-inbound-marketing/>

- Sam Parr, *How Udemy found their first 1,000 instructors*, 2014
<https://thehustle.co/build-marketplace-gagan-biyani-founder-udemy-sprig>
- Bill Prescott, *Business sense: Inbound marketing*, 2012
<http://www.times-standard.com/article/zz/20120205/NEWS/120209434>
- Kyle Poyar, *Growth Unhinged* Substack
- Andrew Raso, *How to create content for every stage of the buyer's journey*, <https://blog.hubspot.com/marketing/content-for-every-funnel-stage>
- Uhuru Network, *The buyer's journey and why it matters*,
<https://uhurunetwork.com/buyer-journey/>

Videos and webinars

- Gibson Biddle on product strategy at Product Calgary
- Martin Boehm, *Pricing strategy* (Coursera course, www.coursera.org)
- Marty Cagan, *The root cause of product failure*,
<https://www.youtube.com/watch?v=jVbVEdF75PE>
- Rick Klau, "How Google sets goals: OKRs," Google Ventures startup lab workshop, <https://www.youtube.com/watch?v=mJB83EZtAjc&t=3312s>
- Sachin Rakhi, *The art of product management*,
<https://www.youtube.com/watch?v=huTSPanUIQM&t=1162s>