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# HOW PRODUCT MANAGERS CAN LEARN TO UNDERSTAND THEIR CUSTOMERS: TECHNIQUES FOR PRODUCT MANAGERS TO BETTER UNDERSTAND WHAT THEIR CUSTOMERS REALLY WANT

### How Product Managers Can Learn To Understand Their Customers



Techniques For Product Managers To Better Understand What Their Customers Really Want

"Practical, proven examples of how to get the customer insights that are necessary in order to have a successful product"

Dr. Jim Anderson

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- Authored by Jim Anderson
- Released at 2015



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