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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 (PAPERBACK)

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
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