



# Strategize: Product Strategy and Product Roadmap Practices for the Digital Age

By Roman Pichler

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Using a wide range of proven techniques and tools, author Roman Pichler explains how to create effective strategies and actionable roadmaps to help you maximize your chances of creating successful products.

Written in an engaging and no-nonsense style, *Strategize* offers practical advice and valuable examples so that you can apply the practices directly to your products.

Comprehensive and insightful, the book will enable you to make the right strategic decisions in today's dynamic digital age.

### Praise for *Strategize*:

"*Strategize* offers a comprehensive approach to product strategy using the latest practices geared specifically to digital products. Not just theory, the book is chock-full of real-world examples, making it easier to apply the principles to your company and products. *Strategize* is essential reading for everyone in charge of products: product executives, product managers, and product owners."

Steve Johnson, Founder at Under10 Consulting, author, speaker, consultant, guitar player.

"Whether you are new to product management or an experienced practitioner, *Strategize* is a must read. You are guaranteed to get new ideas about how to develop or improve your product strategy and how to execute it successfully. It's an essential addition to every product manager's reading list."

Marc Abraham, Senior Product Manager at Notonthehighstreet.com.

"Roman Pichler's latest book provides essential guidance for all product owners and anyone involved in product strategy or roadmapping. I highly recommend

it."

Mike Cohn, Author of *Succeeding with Agile*, *Agile Estimating and Planning*,  
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#### About the Author

Roman Pichler is a product management expert specialized in digital products. He has a long track record of teaching product managers and helping companies improve their product management capabilities. Roman is the author of *Agile Product Management with Scrum* and he writes a popular blog for product managers. Find out more at [www.romanpichler.com](http://www.romanpichler.com).

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