

Five Lessons in Product Development

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Reading List

Lesson 1

Iteration and velocity are critical. Feedback loops are essential.

1. The Lean Startup
2. Rework
3. The Agile Manifesto
4. The DevOps Handbook
5. Lean Topologies: Organizing Business and Technology Teams for Fast Flow
6. Scrum
7. Xtreme Programming

Lesson 2

Embrace the power of collective cross-discipline thinking. BXT.

1. The Laws of Simplicity
2. The Innovator's Dilemma
3. The Brand Gap
4. Building a StoryBrand
5. Design for the Real World
6. Make Space: How to Set the Stage for Creative Collaboration
7. Stanford d.school reading list

Lesson 3

Zoom out and understand strategic context. Timing is everything.

1. Stratechery Blog
2. Asymco Blog
3. Business Model Generation
4. The Innovator's Dilemma
5. Good to Great
6. The Economics of Platforms
7. Platform Ecosystems: Aligning Architecture, Governance, and Strategy

Lesson 4

Product culture flows from the top. Know the culture.

1. The Culture Code: The Secrets of Highly Successful Groups
2. The Culture Map
3. The Five Dysfunctions of a Team: A Leadership Fable
4. Start with Why
5. Pre-suasion
6. Soft Skills: The Software Developer's Life Manual
7. Potluck Culture

Lesson 5

Astronauts don't necessarily make good brain surgeons. Also... don't trust robots.

1. Thinking in Bets
2. Domain-Driven Design
3. Ego is the Enemy
4. The Art of Thinking Clearly
5. Human Compatible
6. The Age of Surveillance Capitalism
7. The Coming Wave: Technology, Power, and the Twenty-first Century's Greatest Dilemma