

Intercom on Product Management

By Des Traynor

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Software is eating the world and product managers are getting to decide what's on the menu.

This book by the team at Intercom, a rapidly growing San Francisco software startup, is designed to help those working in the ever evolving field of product management

Since Intercom began in 2011, its team has been writing about how it approaches the product challenges it faces. How do you decide what to build? How do you decide what not to build? What questions should you ask beta users? How do you manage feedback?

Intercom on Product Management takes the best product posts from Intercom's award winning blog, Inside Intercom, and collects them together in actionable lessons for product managers. It's not the definitive book on product management, but we think it's a damn good place to start.

What you'll learn:
CHAPTER 1
Evaluating your product
CHAPTER 2
The thing about new features
CHAPTER 3
Which new features to build
CHAPTER 4
Getting the feature used

Intercom on Product Management was written by Des Traynor, co-founder of Intercom and edited by John Collins, managing editor of Intercom's blog.

Des has written extensively on product management and strategy and is a regular speaker on the topic at conferences like Business of Software, Launch and Mind the Product. John has over 20 years journalism experience covering technology and business issues, most recently for The Irish Times.

Intercom helps web and mobile businesses to see, engage, learn from, and

support their customers in incredibly personal ways. More than 4,000 web and mobile businesses use Intercom to communicate with their customers.

Praise for Intercom on Product Management

"A valuable resource for anyone who wants to build products that customers will want to use time and time again." - Nir Eyal, author of Hooked: How to Build Habit-Forming Products.

"Moves beyond the cliches and platitudes and provides astute, actionable advice on modern product management. I'd put it at the top of the reading list for anyone that has anything to do with building great products." - Dharmesh Shah, co-founder and CTO of HubSpot.

"Really, really really good. Even better, easily accessible, so you can spend just a few minutes scanning through it and pick up something of value to use quickly." - John Koetsier, VP of Product at VentureBeat.

"While books about design and programming abound, resources for the product manager are scant. Intercom has been filling that void with excellent blog posts and now a book of guidance, Intercom on Product Management." - Ryan Singer, Product Manager at Basecamp

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Christine Erhart:

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David Simpson:

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