
Are You Happy with Your Product Results?

A Productization Capability Self-Assessment

When was the last time you really assessed your products and your organization's ability to create and deliver them to the marketplace? If it's been a while (maybe never?), here are 12 quick questions and scoring criteria to help you determine how well you're doing and to identify potential areas of improvement. [READ MORE](#)

ProductLink is a monthly newsletter on product management topics from Product Arts and its principal consultant, [Don Vendetti](#).

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Innovation Lessons from Apple (Continued)

Part 2 – Obsessing on Customer Experience

Apple is the undisputed leader among technology companies for creating products that border on art. They create products that are not only a delight to use but also provide a strong visual and emotional attraction. How do they do this? By making the customer experience a top priority. [READ MORE](#)

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[Innovation Lessons from Apple - Part 1 – Finding Market Gaps](#)

[A Tour of Requirements Documents](#)

[A Framework for Product Planning](#)

Part 3 – Competing with Yourself

With the release of the first iPod, Apple had an immediate hit on its hands. They repeated this with iPhone. What activities did they engage in on each of these products to ensure continued success? The primary method was to compete with themselves, and before their competitors did. Two key activities were continuous improvements and line extensions. [READ MORE](#)

The Innovator's Solution

Creating and Sustaining Successful Growth



The original "Innovator's Dilemma" was a classic but was short on specifics for what to really do. This book fills the gap. [READ MORE](#)

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Product Arts 1724 NW 97th Seattle, WA 98117
