



THE LEAN PRODUCT LIFECYCLE

A Playbook for Making Products People Want

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Business, Finance & Management >
Entrepreneurship, Project Management

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This business book is great for leaders, middle managers and entrepreneurs interested in the following categories;

- **STRATEGY**
- **LEADERSHIP AND MANAGEMENT**
- **BUSINESS INNOVATION**
- **PRODUCT DEVELOPMENT**
- **DECISION MAKING**

The Lean Product Lifecycle is a playbook that provides frameworks, methods and tools to develop innovative new products and business models while managing your core portfolio.

Follow the 6 key phases of a product's life;

IDEA - EXPLORE - VALIDATE - GROW - SUSTAIN - RETIRE

And discover how to develop products according to their life stage and ensure the right investment for each is assigned. There is a step-by-step guide of product development best practices using examples and case studies from several companies and start-ups. Using the tools and templates in this book, **you'll be able to:**

- Take a new product from idea to scale within a market.
- Understand the difference between executing on products that are already successful in the market and searching for profitable business models for new products.
- Use the right tools and methods for validating new products ideas and business models.
- Understand how to manage mature products and retire old products using lean innovation principles.

Happy Reading! Please do share your thoughts with us.

Craig Strong is an experienced Chief Technology & Product Officer, specializing in high growth and innovation, who has grown companies to successful exits and acquisitions. With over 18 years experience and a hands on background in software engineering, he has helped developed products from the ground up from idea to scale within enterprises, SME's and startups and understands the different needs of venture capital private equity and publicly listed companies. Craig is heavily involved with global product development, transformation and innovation utilising Agile and Lean principles through an adaptive management approach. He has worked and consulted for a range of companies across a number of domains companies which include Sky, NowTV.com, Hargreaves Lansdown, Pearson, Financial Times, InsightSoftware.com, Settled, Tracesmart and others. He is a member of the Forbes Technology council and strategic advisor in the tech space.

Sonja Kresojevic is a senior executive with 20 years of global experience transforming businesses by focusing on growth, product innovation, cultural change and digital transformation.

She is a co-founder of the NY based consultancy - Spinnaker Consulting, helping Fortune 500 organizations discover new growth opportunities, deliver great products and become more innovative under conditions of extreme uncertainty and disruption. In her most recent corporate role, she was a Senior Vice President in the Chief Product Office at Pearson, leading a global team responsible for design and implementation of the Lean Product Lifecycle, award-winning innovation program focused on transforming product development and portfolio Investment management and delivering a faster and more innovative organization. She is a speaker on topics of transformation, business agility, leadership, innovation strategy and the co-author of the upcoming book: The Case for Change - Demystifying Lean Enterprise Transformation.

