

# Customer-centric Product Strategy - Reading List

## [Strategize: Product Strategy and Product Roadmap Practices for the Digital Age](#)

Author: Roman Pichler

## [Playing to Win: How Strategy Really Works](#)

Authors: Roger Martin, A.G. Laffley

## [Value Proposition Design: How to Create Products and Services Customers Want \(Strategyzer\)](#)

Authors: Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, Trish Papadacos

## [User Story Mapping: Discover the Whole Story, Build the Right Product 1st Edition](#)

Authors: Jeff Patton, Peter Economy

## [Visual Leaders: New Tools for Visioning, Management, and Organization Change](#)

Author: David Sibbet

## [Competing Against Luck: The Story of Innovation and Customer Choice](#)

Authors: Clayton Christensen, Karen Dillon, Taddy Hall, David S. Duncan

## [Billion Dollar Lessons](#)

Authors: Paul B. Carroll, Chunka Mui

## [The Lean Startup](#)

Author: Eric Ries

## [Inspired](#)

Author: Marty Cagan

## [The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business](#)

Author: Clayton Christensen

## [Built to Last: Successful Habits of Visionary Companies \(Good to Great, Book 2\)](#)

Authors: Jim Collins & Jerry Porras