

How to make products people want



# the lean product lifecycle

**Tendayi Viki, Craig Strong  
and Sonja Kresojevic**

## Praise for *The Lean Product Lifecycle*

The world is becoming a highly strung, highly digital marketplace where agility and efficiency is key. Businesses need to adapt traditional methodology to ensure they can maintain competitiveness. *The Lean Product Lifecycle* is an invaluable guide to help you future proof your company, ensuring innovation is at the forefront whilst managing the core business.

**Antonia Barton, Marketing and  
Digital Director, BT Plc**

How can corporations innovate faster and better? *The Lean Product Lifecycle* provides a really practical way to do this. The book delivers a clear roadmap for developing and managing products along their lifecycle. This book is a must-have practical guide for corporate innovators.

**Thomas Krogh Jensen, CEO, Copenhagen Fintech**

*The Lean Product Lifecycle* is crammed full of practical tools and examples for bringing lean innovation into any company. A must-read.

**Des Dearlove and Stuart Crainer, founders, Thinkers50**

The path to profitable new products that has invigorated our product development process.

**Peter Pascale, Vice President,  
Product Management, Pearson VUE**

The product life cycle model is a key tool for product people. This book does a great job at showing how the model can be applied in a lean way to help companies innovate faster.

**Roman Pichler, product management expert**

# Lean Product Lifecycle, The

## Table of Contents

Front Cover

Half Title Page

Title Page

Copyright Page

Contents

About the authors

Publishers acknowledgements

The Lean Product Lifecycle team

The faces of the Lean Product Lifecycle

Part One

Chapter 1: Introduction

Chapter 2: Idea

Chapter 3: Explore

Chapter 4: Validate

Part Two

Chapter 5: Grow

Chapter 6: Sustain

Chapter 7: Retire

Chapter 8: Start Tomorrow

Index

Back Cover