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Creating what customers want. product mgmt; June 29, 2012. outcomes the customers want to achieve (metrics used to define successful execution),

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An example of market modeling created by Anthony Ulwick and called Outcome intended to include only Universal Customer Based Information and

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Anthony W. Ulwick is the author of What Customers Want (3.93 avg rating, 138 ratings, 14 reviews, published 2005) Anthony W. Ulwick s Followers. None yet.

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