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**Strategize | Roman Pichler**

*Page 7/28*

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A good product vision should be focused on the long-term outcomes and benefits you'd like to see in your product. Or as Roman Pichler put it in his book, *Strategize: Product Strategy and Product Roadmap Practices for the Digital Age*, your “vision describes the ultimate

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in this book and distinguish between a product strategy and a product roadmap. The product strategy describes how the long-term goal is attained; it includes the product's value proposition,...

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The product roadmap shows how the product strategy is put into action by stating specific releases with dates, goals, and features.” — Roman Pichler, Strategize: Product Strategy and Product Roadmap Practices for the Digital Age

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