Winning Product Research

November 11, 2026
Explore ways to research product opportunities, understand customers and competitors, and test demand before committing to an idea. The collection combines the book with focused guides, exercises and resources for organizing product research.

What’s included

- Main book (PDF)
- 1 checklist (PDF)
- 3 guides (PDF)
- 1 prompt pack (PDF)
- 1 toolstack (PDF)
- 1 workbook (PDF)

Download availability: After payment, download the complete ZIP package or any of the 8 included PDFs separately.