

“ Our product team was trying to solve customer problems, but after Pragmatic training, we widened our focus to MARKET problems. Doing so has given us a richer knowledge of where our products are strong and where they need to improve to solve problems.

— Product Manager, Large Enterprise Consumer Services Company

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Source: Product Manager, Large Enterprise Consumer Services Company



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✓ Validated

Published: Feb. 12, 2021 TVID: 48A-E44-8B1