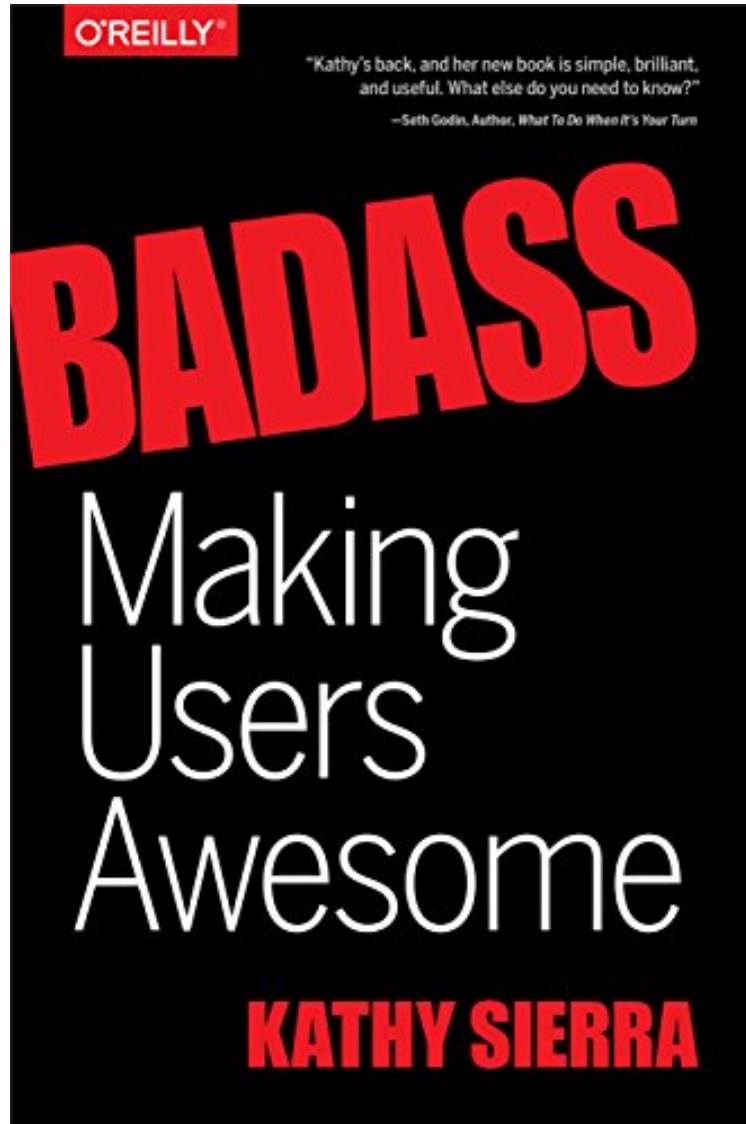


(Free) Badass: Making Users Awesome

Badass: Making Users Awesome

Kathy Sierra

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"In BADASS: Making Users Awesome, Kathy Sierra -- one of our brightest business minds -- offers up a surprising insight into what makes certain offerings shine in a competitive marketplace. Believe it or not, many people don't care how awesome your product is. Instead, they care about how awesome they are when they use your product. If you can tap into that motivation, you've got gold. This books shows you how."