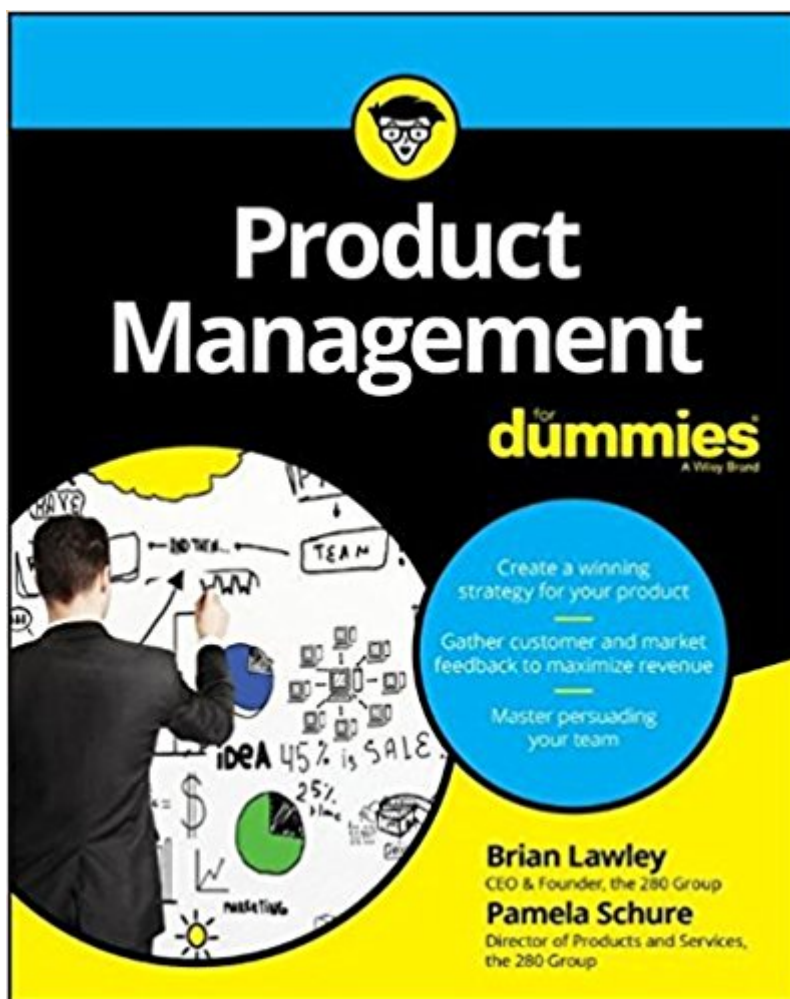The book was found

Product Management For Dummies

Synopsis

Your one-stop guide to becoming a product management prodigy Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate AmericaÃ¢â¬â•yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential jobÃ¢â¬â•or simply aspire to break into a new roleÃ¢â¬â•Product Management For Dummies gives you the tools to increase your skill level and manage products like a pro. From defining what product management isÃ¢â¬â•and isn'tÃ¢â¬â•to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field. It offers plain-English explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product roadmaps, the people skills it takes to effectively influence and negotiate, and so much more. Create a winning strategy for your product Gather and analyze customer and market feedback Prioritize and convey requirements to engineering teams effectively Maximize revenues and profitability Product managers are responsible for so much more than meets the eyeÃ¢â¬â•and this friendly, authoritative guide lifts the curtain on what it takes to succeed.

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Customer Reviews

Create a winning strategy for your product Gather customer and market feedback to maximize

revenue Master persuading your team The essential guide to seamless product management Product Management is now considered the fourth most important role in corporate America. Yet only a fraction of PMs have been trained for their jobs. If you're a current or aspiring Product Manager, this book provides a solid foundation in the concepts, practices, and tools you need to take your career skills to the next level. It offers simple explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product road maps, brainstorming, and so much more. Includes a free download of Product Management Lifecycle ToolkitÃ¢â Â¢ templates (Microsoft Office format), a $99 value. InsideÃ¢â ¬Â¦ Product management principles Maintaining product life cycles Successful market research Competitive market analysis Effective product launches Dynamic product road maps Practical communication tips Develop a powerful business case

Brian Lawley is the CEO and founder of the 280 Group, the world's leading product management consulting and training firm. Pamela Schure is director of products and services with the 280 Group. She has worked in product management, product marketing, and marketing for Apple and Adaptec, among other companies.

If you subscribe as I do to Brian's introductory comments that "Product Management is a critical strategic driver in a company", and value following a proven methodology and set of best practices based around hands-on product management experience, then this is a great "goto" book to own and keep on your digital bookshelf.I use the term "goto" as it provides practical guidelines that can be used to help me make a more informed & intelligent decision. For me it's easy to get distracted and lose sight of what my end game or deliverable on a project is. What I like about the way the book is laid out is the generous use of checklists or tables that help focus one on their priorities.An example would be asking yourself during the planning process of developing a new product or evaluating current offerings: what are the products core benefits?, and what are the key features that support the benefits? These types of questions are a great set of questions to develop a roadmap on knowing what to do right now, etc.As important as it is to know what to do at the start and middle part of the process, Brian also offers some great advice in the final chapter on determining whether or when to retire or replace the product and how to execute a successful end-of-life campaign. Starting with the rationale behind why a product needs to be retired, he then provides a set of pointers on steps for product retirement.This book will help me in managing our business as our offerings are really more service based than offering a physical product, I love his

common sense approach in having me take a hard look at our line of services and seeing how we can add more value to them. This will help differentiate our offerings by strengthening our value proposition and competitiveness with our current clients and prospects.

Product Management for Dummies is so much more than a beginnerÃƒÂ¢Ã â¬Ã â„¢s guide to Product Management. It is a comprehensive, well-written guide book, rich with advice and real world examples from industry leading companies. This book takes MBA level concepts and simplifies them into ÃƒÂ¢Ã â¬Ã Å"dummiesÃƒÂ¢Ã â¬Ã Â• terms.Product Management is a vast topic that encompasses the technical, leadership and managerial skill set required of a product manager, as well as the life cycle methodology through which the product manager drives the product. Is this book just for ÃƒÂ¢Ã â¬Ã Å"dummiesÃƒÂ¢Ã â¬Ã Â•? Absolutely not! This book is for EVERY Product Manager ÃƒÂ¢Ã â¬Ã â œ a newbie or career veteran who manages a group of product managers.Product Management for Dummies is very well organized. It can be read from cover-to-cover or referenced by starting somewhere in the middle to answer a specific product management question. At every turn, there are tips and reminders. And, near the end, after learning so many best practices, there is a section on all the pitfalls, points of failure and traps a product manager can fall into on the way to becoming product janitor. What an excellent resource complete with a glossary of terms! I commend Brian Lawley and Pamela Schure for tackling this complex subject and writing this easy-to-understand guide.With purchase of this book, there is a huge bonus offer! I received a license to download the 280 Group Product Management Lifecycle Toolkit which is a collection of templates and tools for Product Managers to create documents needed in day-to-day product management duties. And, there is also a Cheat Sheet on dummies.com with answers to Product Management questions.This book, the cheat sheet, and the Product Management Lifecycle Toolkit provides everything that is needed to become a disciplined, level-headed product manager who manages successful products, builds business value, and leads by garnering the trust of others.

As private sector leaders confront increasing demands for accurate methods and methodologies to improve product management techniques, this book offers timely insights for sharper managerial execution. In addition to its wealth of practical applications, the book is rich in substance.Just as important, many of its chapters provide easily understood guidance for solid professional growth.A case in point is Chapter 9. Long on guidance, it contains essential advice to enhance professional growth. With its principles as a foundation, I am revising my current process and methodology to

build a stronger business case. In doing so, it offers a detailed explanation of how to build a stronger one (i.e., problem statements, visions of solutions and risk analyses) and poses and answers key questions to achieve maximum support from executive level team members.Other vital sections include discussions of Agile teams, scrum tools and the resulting consequences when managers lack in-depth plans prior to implementation.In conclusion, I found that Chapter 18 is not only fascinating in its discussion of the art of persuasion, but also sheds essential light on issues that are often ignored in other works of this kind. Moreover, the tools and guidance on how to win key business stakeholders is one of its most compelling features.Not only do I believe that Product Management for Dummies is a necessary tool for growth and success, I also, as a measure of my confidence in its value, continue to recommended it to colleagues attached to several leading corporations in the Silicon Valley.

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