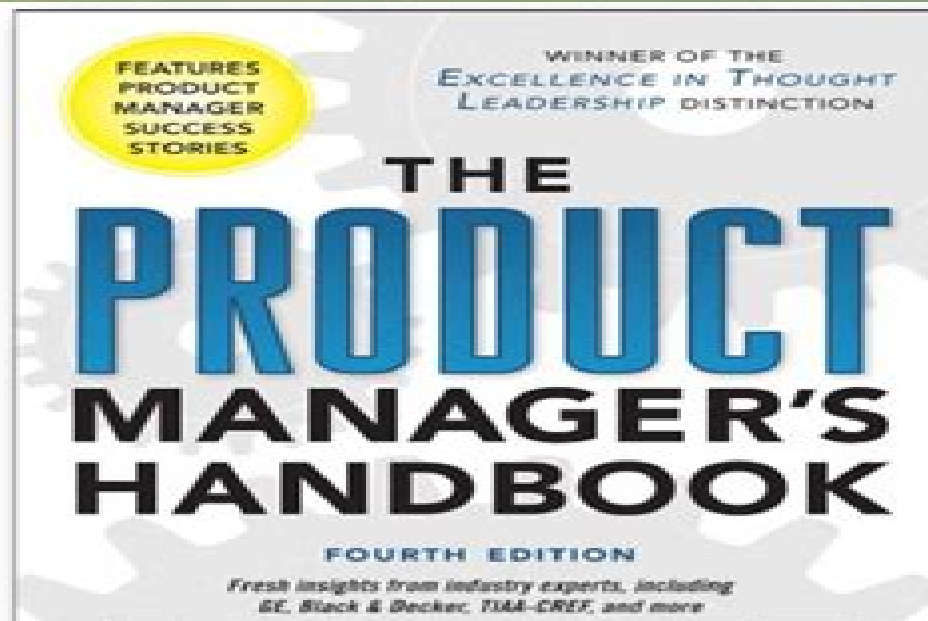




The Product Manager's Handbook



Product Managers Handbook

Eve Chen



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The Product Managers Handbook, 3E Linda Gorchels, 2005-11-28 Previous editions sold more than 17 000 copies Now includes a CD ROM with Excel Worksheet templates and features new chapters on product management brand strategy and international perspectives Linda Gorchels is a well known product management authority and the author of The Product Manager's Field Guide and The Manager's Guide to Distribution Channels

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The Secret Product Manager Handbook Nils Davis, 2018-03-05 Product management isn't about you and it isn't about your product It's about solving problems for your customers creating a solution and taking it to market When I started in product management I had a lot of questions like What is product

management It s a common question still but most people don t have a good answer After all these years the same questions keep coming up I see them on forums I hear them when I talk to new and experienced product managers and I still do not see them being answered well or usefully So I wrote this book with the answers to the questions I always had You ll learn The real reason people choose to buy a product it s not about how good the product is How to get the very best from your developers The 5 word phrase that can accelerate sales and marketing The best ways to talk to executives and customers about what you re building Among other critical information you ll find a powerful framework for thinking about product management and even for talking to your Mom about what you do The framework provides an infrastructure for most of The Secret Product Manager Handbook I provide a concrete and explicit explanation of why product management is so important for businesses including a calculation of the true business value of product management And the book is full of specific techniques and practices for transforming your product management career What People Are Saying Nuggets of product management wisdom and ideas you ll want to hang on your monitor The book is like having a conversation with a mentor Ken Hanson Growth Product Manager The summary of product management identify market problems guide the creation of solutions and take the solutions to market is powerful As a former engineer it s especially important to be reminded of the third point Frank Licea Product Manager The intro is one of the clearest and smartest explanations of the value a product manager should bring to the table I ve ever read Luca Candela VP of Product Management

The Product Manager's Field Guide Linda Gorchels,2003-02-12 The ideal companion to the author s bestselling The Product Manager s Handbook The Product Manager s Field Guide expands upon the overview and the responsibilities of product managers and delves into specific skills abilities and competencies to help them improve their performance It provides readers with tools and exercises for functions such as marketing planning forecasting and new product development and offers step by step instructions for activities designed to monitor and assess product planning efforts

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The Product Manager's Field Guide Gorchels,2004-06 Linda Gorchels s bestselling *The Product Manager's Handbook* introduced thousands of professionals to the expanding roles and responsibilities of a product manager in today s demanding marketplace Now in *The Product Manager's Field Guide* Gorchels explores the specific skills abilities and competencies that separate the outstanding product manager from the average and provides you with a detailed action plan for becoming a product manager capable of creating consistent customer delight and long term competitive advantage *The Product Manager's Field Guide* tells you everything you need to know to create a clear vision and strategy for any product or service and then drive that vision throughout all levels of your organization and the marketplace *The Product Manager's Handbook* ,2009 Dit is het e book uittreksel behorend bij het boek *The Product Manager's Handbook* 3e druk ISBN 9780071459389 van Linda Gorchels Uittreksels van StudentsOnly bieden je een goede manier om de stof uit het boek nog sneller en makkelijker onder

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The Guide to the Product Management and Marketing Body of Knowledge Greg Geracie, 2013 Setting the Standard for Product Management and Marketing Many of the leading voices in the product management profession collaborated closely with working product managers to develop The Guide to the Product Management and Marketing Body of Knowledge the ProdBOK r Guide This effort was enhanced by project management user experience and business analyst thought leaders who further defined and optimized several essential working relationships that improve product manager effectiveness As a result of this groundbreaking collaboration within the product management community and across the adjoining professions the ProdBOK Guide provides the most comprehensive view of product management and marketing as they apply to a wide range of goods and services The resulting standard provides product managers with essential knowledge

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The Product Management Career Guide for Beginners Mike

Phil, 2024-02-05 Are you a novice in the field of product management navigating the vast landscape of responsibilities and unsure how to kickstart a successful career in this dynamic field In The Product Management Career Guide for Beginners by seasoned expert Mike Phil discover the essential compass to navigate the intricate world of product management Aspiring product managers often grapple with challenges such as defining their role understanding market needs and honing the skills necessary for success This comprehensive guide addresses these concerns and more offering practical insights and strategic wisdom to empower beginners in their journey toward building a rewarding career in product management Within the pages of this insightful guide readers will uncover six key lessons that unravel the nuances of a successful product management career

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