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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 to improve the practice of product management and deliver organizational results this edition of the prodbok guide introduces a product management lifecycle for goods and services encompasses and defines traditional product development processes such as waterfall as well as newer approaches that fall under the agile umbrella illustrates the various inputs and outputs that product managers should consider at each phase of the product management lifecycle highlights how to optimize the working relationship between product management professionals and our counterparts in the project program portfolio management user experience and business analyst communities describes essential tools that product managers should be aware of and utilize as they work to create value for their organizations the prodbok guide represents an industry wide effort to establish a standard for the practice of product management the book was sponsored by the association of international product marketing and management aipmm founded in 1998 aipmm aims to help professionals like you attain a higher level of knowledge and enhance the results you bring to your organizations every day about the authors greg geracie is a recognized product management thought leader and the president of actuation consulting a global provider of product management training consulting and advisory services to some of the world s most well known organizations greg is the author of the global best seller take charge product management and led the development of the prodbok guide as editor in chief he is also an adjunct professor at depaul university in chicago illinois steven d eppinger is professor of management science and innovation at the massachusetts institute of technology mit sloan school of management professor eppinger teaches mit s executive programs in product development and

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product management has never been a more necessary or in demand discipline for both technology startups and more established companies through technology we have the means to enrich our work and leisure time in ways people even just a few years ago could only have dreamed about it is easier cheaper and quicker than it ever has been before to create technology products in both software and hardware everything is continually changing and the pace of innovation is perpetually increasing just look at 3d printing product management is the art science and skill of bringing a successful product to life in the practitioner s guide to product management jock busuttil looks what product managers do how the role came to be how it s still continuing to evolve and why it s such good news that there s no prescribed route to becoming one busuttil also delves into examples of the good the bad and the ill advised products to consider why they succeeded and failed and give you the inside track on avoiding all the common product management pitfalls the book examines the fine line between success and failure and reveals nine ways you can increase your product s chances of success if you re new to product management and wondering what it s all about or if you re a product manager shooting for professional success this book will give you the inside track on starting developing and then selling a new product

mastering product management a step by step guide offers practical real world advice on how to create and capture value as a product manager it covers the full product life cycle from idea discovery through end of life each section is scannable and concise around two to three pages rather than diving deep into the theoretical background of a given area it serves as a checklist of the key steps a product manager should take to complete a given task source new ideas that succeed set a compelling product vision and strategy search for profitable new business models become a market expert effectively manage roadmaps ensure a successful product launch understand value and price profitably build and manage high performance teams and much more this book is a convenient reference guide that you can use throughout your

workday it's meant for product managers of all levels and for anyone wishing to understand what it takes to define develop launch and market new products successfully

many entrepreneurs and companies struggle with taking an idea and delivering their product in the marketplace product marketing debunked provides a window into taking unformed concepts and ideas and creating a proper strategy and go to market plan for commercializing a product the go to market framework shared in the book can be applied to a number of products verticals and industries while this book is most useful for the business to business b2b world it can also be applied to business to consumer b2c companies as well you can use the framework as a starting point and add and remove things that make more sense for your industry and growth stage the book includes a go to market checklist and other tested frameworks that every company or entrepreneur should use before launching a product

this one of a kind guide shows how to turn ideas into money making opportunities featured are tips on avoiding legal problems and advice on protecting that great idea from being pirated exercises for developing creativity and worksheets and checklists for filtering researching and test marketing are included

project managers are the thinker by nature and leader by act

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the progressive audit is a book that anyone involved with auditing should read this book is not just about auditing but also about management strategy employee involvement and raising the level of the organizational quality culture an audit must provide an understanding of the level at which the quality culture exists so management can implement improvements it must uncover the various sub systems that exist within organizations and also raise the level of understanding in the workforce this book outlines a six step methodology to implement a sound internal audit program including how to get employees to actively participate how to drive quality system concepts throughout all levels in the organization and how to manage it so you re not doing all the work

having no company strategy is one of the biggest issues facing product managers according to a recent survey of over 600 product people after all how can you set a reasonable direction for your product when you don t know where your company is headed in this book you will discover chapter 1 the current state of product development chapter 2 the burndown framework chapter 3 getting started with burndown chapter 4 how to organize product teams chapter 5 the design process and so much more get your copy today

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