

The Product Managers Survival Guide Everything You Need To Know To Succeed As A Product Manager

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The Product Manager's Survival Guide is conveniently organized into four sections: I. Getting Your Bearings: Map out your plan to begin the journey to success; II. Learning the Product's Business: Go beyond features and functions to become the product expert, customer advocate, and domain expert; III.

The Product Manager's Survival Guide: Everything You Need ...

The Product Manager's Survival Guide has been helping product managers master their craft since its original publication. But six years has virtually transformed the way businesses plan, create, and manage their products, and this brand-new edition brings readers fully up to date to compete in the digital world.

The Product Manager's Survival Guide, Second Edition ...

The world of business is moving at breakneck speed. More is being demanded of everyone--with fewer resources than ever. In no profession is this more apparent than Product Management. Written by one of today's leading Product Management thought-leaders, Steven Haines, The Product Manager's Survival Guide provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management.

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~~The Product Manager's Survival Guide, 2e—Sequent Learning~~

Our Customer Success team at Aha! put together a “survival guide” for new product managers. This advice is rooted in our past experience, but it is also based on what we think is important right now. We know what this focus should be because we speak with thousands of product managers every month. We hear the challenges you are facing.

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The Product Manager's Survival Guide provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management. Whatever your level of experience--whether you're a novice product manager or seasoned Product Management leader--you'll find everything you need to make consistent positive impacts on your business.

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With new content and expert advice, this updated edition of The Product Manager's Survival Guide brings you fully up to date on what you need to succeed as a product manager. For your professional future, you'll learn it's not the development technique that will help you get ahead, it's how you think like a strategically minded business person.

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The Product Manager's Survival Guide, Second Edition features brand new material, including: • A product management acumen assessment • Action planning ideas at the end of each chapter • Techniques to earn empowerment • Tools to develop product strategies and roadmaps • Methods to deploy and release products • Metrics to assess product performance

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