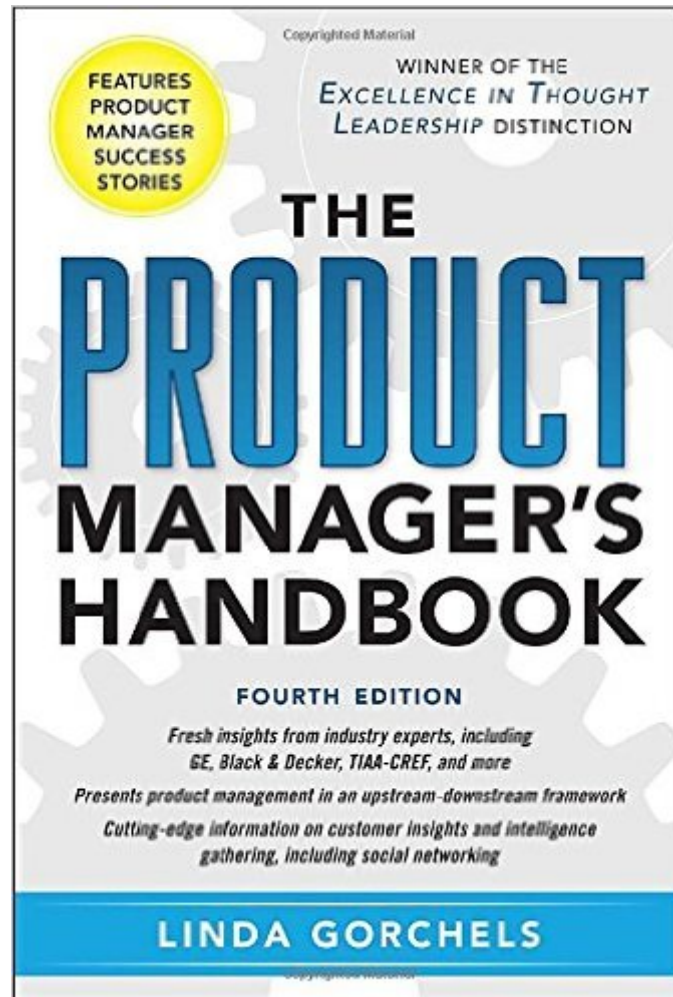# The Product Manager's Handbook 4/E

Synopsis

The essential guide to seamless product management for todayâ ™s fluid, unpredictable business world Long considered the most useful and insightful guide of its kind, The Product Managerâ ™s Handbook has been fully revised and updated to give you the edge in todayâ ™s challenging business landscape. It features expanded coverage of product development processes, intelligence-gathering techniques (including social media), and a greater emphasis on international issues. This indispensable resource proves that the techniques and tools product managers use are similarâ •regardless of what industry they work in and what kind of products they manage. Simply put, this book has everything you need for superior job performanceâ •whether you manage consumer or business-to-business products created by an organization that is hierarchical or horizontal. The Product Managerâ ™s Handbook shows you how to integrate your organizationâ ™s disparate segments into a cooperative, results-focused unit that produces satisfying productsâ •from initial design through the postpurchase experience. If your job is to create and commercialize products, it provides the information you need to: Balance breakthroughs and line extensions Create business casesâ •including competitive assessment, market requirements, and risk reduction Conduct gate reviews and beta testing and manage scope creep Get everything in order for a smooth product launch For those who manage existing lines, this guide provides: Specific tips for each of the 4Rs of product life-cycle management Brand guidelines Approaches to customer message management Advice on working with sales and the channel Clear, easy-to-read charts show you how to manage each crucial step from conception to completion, and practical checklists help you evaluate progress at every stage. Interviews with seasoned product management consultants and top-performing product managers provide you with dynamic, proven strategies for addressing potential problems in marketing, production, cross-cultural communication, and more. The Product Managerâ ™s Handbook examines current market-leading companies, the latest research findings, and evolving customer perceptions to provide you with the tools you need to design, produce, and market winning productsâ •and beat the competition at every turn.

Book Information

Hardcover: 400 pages
Publisher: McGraw-Hill Education; 4 edition (September 7, 2011)
Language: English
ISBN-10: 0071772987
ISBN-13: 978-0071772983

Product Dimensions: 6.4 x 1.2 x 9.3 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 starsÂ Â See all reviewsÂ (25 customer reviews)

Best Sellers Rank: #472,675 in Books (See Top 100 in Books)   #101 inÂ Books > Business & Money > Marketing & Sales > Marketing > Product Management   #512 inÂ Books > Business & Money > Management & Leadership > Project Management > Business   #909 inÂ Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

This book is a good first step into product management (even though I tend to be partial to textbooks). It covers a wide spectrum of the topic. Unfortunately, this wide coverage and the book's short length (254 pages) means that at times it tends to be a bit too general. If you are looking for a very specific and comprehensive book then this might not be the one for you.On the upside, it's packed full with charts, checklists and case studies (invaluable tools in learning), and it's written in a pretty concise fashion.Overall, I feel that this book is a very good introduction into the area of product management for the beginner and possibly a supplimental text for the seasoned product manager.TABLE OF CONTENTS:SECTION ONE: The Role and Operation of Product Management. 1. The New Product Management. 2. Introducing Product Management and Managing Product Managers. 3. The Role of Product Managers in the Organization. Case One: Heavyweight Product Managers.SECTION TWO: Planning Skills for Product Managers. 4. The Product Marketing Planning Process. 5. The Annual Product Plan. Case Two: The Importance of Data.SECTION THREE: Product Skills. 6. Evaluating the Product Portfolio. 7. Strategic Product Planning. 8. New Products: Proposal, Developmeent, and Lauch. Case Three: The Many Aspects of Product Line Management.SECTION FOUR: Functional Skills. 9. Pricing Products and Services. 10. The Product Manager as Marketing Manager. 11. Product Management: The Final Frontier? Case Four: The 3M ScotchCartII Cartridge.Please let me know if this was of help.

Product Management is one of those jobs that is different for each product manager, what it is depends on your product and what you make of it. The danger is that when you write about product management, you focus on your specific experience. I found this book to be general enough to be of interest of many, still it was not so highlevel that it did not provide any help. I would recommend this book to everyone who thinks about product management as a next career. I would also recommend it to those who have been in product management for several years, and just want to

read what others think about it

This is a solid desk reference for less experienced product managers. If you have many years of experience, you may find this book somewhat basic.

I would highly recommend this book if you are starting a Career in product management. It is also a great book to read if you are 1-2 years into the position and need some added guidance. It really gives you a nice 100,000 foot overview of the position and strategic insight on some of the more challenging stuff. It's a easy read and one of those books you pick up and don't want to put down.

The Product Manager's Handbook provides a comprehensive look at the responsibilities and opportunities of a product manager.If you are looking for depth on any single topic in product management (or marketing/business) this is not the book for you.What you will find is an excellent range of all the roles/jobs that a product manager may be involved in.Linda also has many interviews and references to other industry experts in the book, which adds additional insight.This is not particular to any specific industry (or business structure) so it will have topics that are not directly relevant to you. However, you will definitely find topics/ideas that you are not doing and now realize you should be.Linda has a wealth of education and real world experiences that she shares, making this this is a must have book; new to product management, need a reference guide, or are looking to revamp the role.

From what we know, the label Product Manager is such an ambiguous and broad one that the actual tasks that someone with this insignia carries out can usually be figured out only after you talk to them. The Product Manager role in a software industry would be very different from one in CPG which in turn varies wildly with the one in, say, Hospitality. So the question arises: who is this book targeted for? The answer is that it is targeted at everybody and nobody. It's highly general to be of direct use for the issues associated with a particular industry or niche. At the same time the same generality makes it useful in some sense across the spectrum because the book targets the least common denominator. For example, a PM in the software field would expect to hear about rules of engagement with developers, execution work flows (dev process), modelling methods, feedback analysis and so on and so forth. That you won't find here. What you would find here is PM as it falls under marketing and you would get a generic description of that role. So if you're absolutely new to the area and if you're looking to stand on a hill and survey your battlefield from afar, then this book

would be of use.

If you are looking for an easy to read guide on product management chock full of tools that are easy to understand and implement, this is the book to go with! It's a great training tool for newly minted PMs, and still serves as a strong reference for the seasoned product manager.

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