



Product Management in Practice (Paperback)

By Matt LeMay

O Reilly Media, Inc, USA, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. Product management has become a critical connective role for modern organizations, from small technology startups to global corporate enterprises. And yet the day-to-day work of product management remains largely misunderstood. In theory, product management is about building products that people love. The real-world practice of product management is often about difficult conversations, practical compromises, and hard-won incremental gains. In this book, author Matt LeMay focuses on the CORE connective skills- communication, organization, research, execution-that can build a successful product management practice across industries, organizations, teams, and toolsets. For current and aspiring product managers, this book explores: ? On-the-ground tactics for facilitating collaboration and communication ? How to talk to users and work with executives ? The importance of setting clear and actionable goals ? Using roadmaps to connect and align your team ? A values-first approach to implementing Agile practices ? Common behavioral traps that turn good product managers bad.



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