

# The Phenomenal Product Manager

The Phenomenal Product Manager Agile Excellence for Product Managers Product Management For Dummies 42 Rules of Product Management How Reliable is Your Product? Get Out of the Way! The British Paint & Varnish Production

Manager Industrial Management Horseless Age Moving Picture World and View Photographer One Minute Wisdom Factory and Industrial

Management Marketing Sales Management Automobile Trade Journal Hearst's International Combined with Cosmopolitan Paint and Varnish Production Manager The Iron Age Journal of the Society of Automotive Engineers The Social Spirit in America Brian Lawley Greg Cohen Brian Lawley Brian Lawley Mike Silverman John V. Levy Debasish Chatterjee John Robertson Dunlap Charles Richmond Henderson

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lawley teaches project managers how to work more effectively with their teams how to influence how to get the most important work done in less time and how to manage and accelerate one's career

agile excellence for product managers is a plain speaking guide on how to work with agile development teams to achieve phenomenal product success it covers the why and how of agile development including scrum xp and lean the role of product management release planning and more

your one stop guide to becoming a product management prodigy product management plays a pivotal role in organizations in fact it's now considered the fourth most important title in corporate america yet only a tiny fraction of product managers have been trained for this vital position if you're one of the hundreds of thousands of people who hold this essential job or simply aspire to break into a new role product management for dummies gives you the tools to increase your skill level and manage products like a pro from defining what product management is and isn't to exploring the rising importance of product management in the corporate world this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field it offers plain english explanations of the product life cycle market research competitive analysis market and pricing strategy product roadmaps the people skills it takes to effectively influence and negotiate and so much more create a winning strategy for your product gather and analyze customer and market feedback prioritize and convey requirements to engineering teams effectively maximize revenues and profitability product managers are responsible for so much more than meets the eye and this friendly authoritative guide lifts the curtain on what it takes to succeed

the world's leading product management experts authors professors ceos and vice presidents bloggers consultants trainers and even a few salespeople and engineers each share one rule they think is critical to succeed in product management

traditionally the way to test a product's reliability was to build it and then try to break it as systems and technologies improved taaf test analyze and fix methodologies were developed and adopted in today's global economy with its short technologically intense product life cycles taaf cannot suffice reliability can no longer be a step or a series of steps in product development it is something that needs to be acknowledged up front and built into the product from its very conception reliability in other words must be designed in product developers now have many tools software and hardware at their disposal for building reliability in from the get go from the organizational point of view what better way to design in reliability than to make designers themselves responsible for the reliability of their designs as mike silverman explains in how reliable is your product this is why the role of the reliability engineer is changing to one of mentor product developers are now responsible for going out and finding the best testing tools and then training the designers on their

use so that designers factor and build in reliability at every stage of product design mike has focused on reliability throughout his 25 year career and has observed the position of reliability in the organization evolve in this book he condenses his expertise and experience into a volume of immense practical worth to the engineering and engineering management communities including designers manufacturing engineers and reliability quality engineers among other things mike discusses how reliability fits or should fit within the product design cycle he provides a high level overview of reliability techniques available to engineers today he lucidly discusses the design of experiments and the role of failure management with case studies and narratives from personal experience mike discusses optimal ways to utilize different reliability techniques he highlights common errors of judgment missteps and sub optimal decisions that are often made within organizations on the path to total reliability with how reliable is your product mike silverman has delivered what few have done before a comprehensive yet succinct overview of the field of reliability engineering and testing engineers and engineering managers will find much in this book of immediate practical value

annotation levy calls on 30 years of computer and software industry experience to offer strategies for empowering encouraging and leading a top notch development team that becomes more productive and innovative

one minute wisdom offers core insights and transformative coaching techniques that prof debashis chatterjee one of the longest serving directors of an iim has developed over three decades in leadership education and personal development prof chatterjee s impressive credentials include formal coaching training at inseat and harvard which have significantly shaped the methodologies shared in this work the book is divided into three parts life learning and leadership illustrated with hand drawn sketches and slice of life examples designed for the reader who is pressed for time with easily digestible insights and charming essays this is a book that will help you find purpose and also empower you to become wiser one page at a time

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