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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.

What is Product Management?

Product Management in Practice: A Real-World Guide to the Key Connective Role of the 21st Century by Matt LeMay. Product management has become a critical connective role for modern organizations, from small technology startups to global corpo-

rate enterprises. And yet the day-to-day work of product management remains largely misunderstood.

Product Management Definition and Examples | Aha!

Product management is an important role within any company, especially in a start-up where the product is still evolving. Part cat herder, part strategist, and part analyst, if one thing is certain about a Product Manager, it's that they need to constantly be on their toes and ready to rally a

team behind a decision.

Product Management in Practice does just that with an honest, humble, and insightful look at the realities of life as a PM. Rich with real-world stories of success, failure, and common misconceptions that face every product manager, Matt reminds us that, above all, building great products is about building great relationships.

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"Product Management in Practice is a bold and honest playbook by someone who's truly done the job and understands the real challenges PMs face every day. Matt LeMay's actionable advice should be required reading for both experienced and aspiring PMs."

Amazon.com: Product Management in Practice: A Real-World ...

Product Management in Practice: A Real-World Guide to the Key Connective Role of the 21st Century is written by Matt LeMay, an experienced product leader. tl;dr – Product Management in Practice has great practical advice for aspiring product managers.

Product Management in Practice: A Real-World Guide to the ...

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.

Product Management in Practice [Book] - O'Reilly Media

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Product Management in Practice: A Real-World Guide to the ...

Product management in practice is very different from product management in theory. In theory, product management is about building products that people love. In practice, product management often means fighting for incremental improvements on products that are facing much more fundamental challenges.

Introduction - Product Management in Practice [Book]

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.

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A product manager's responsibility is to do anything and everything necessary to make the product succeed. No book, article or position description adequately de-

scribes the role of the product manager (PM). Being PM includes anything and everything that helps make your product successful.

Product Management in Practice Free Summary by Matt LeMay

Here is the most succinct response we've come up with for the "What is product management?" question: Product management is the practice of strategically driving the development, market launch, and continual support and improvement of a company's products. Of course, that is a highly abstract explanation of the role.

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Product management is a multi-faceted, complex discipline that can be difficult to grasp and hard to master. This post shares my take on what product management is and what it takes to work as an effective product manager and product owner. It presents a framework that helps you define specific product roles...

What is Product Management? | Roman Pichler

Following up on my recent Quora answer, here is a big list of product management best practices, as well as my personal recommendations: Kano model => Delighters, Satisfiers, Basic expectations. MoSCoW method => Must, Should, Could, Won't. The KJ-Technique => Voting and ranking groups around a focus question.

30+ Product Management "Best Practices" - Gerry Claps - Medium

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Product Management in Practice

Introduction to Product Management. This role evolved from the brand manager position that is often found at consumer packaged goods companies. The product manager is responsible for the strategy, roadmap, and feature definition for that product or product line. The position may also include marketing, forecasting, and profit and loss (P&L) responsibilities.

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