The Phenomenal Product Manager

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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

this all basically started as a response to someone who was frustrated at certain repeating scenarios combined with the frustrations i see not only in the world of wine but the u s wine market specifically so what happens when you take an unapologetic black guy from west philly west philadelphia born and raised with a diverse background whose been in many places and spaces that most folks would never imagine who falls in love with wine and learns it from a different perspective from how many are traditionally taught throw him in a scenario where he then puts a wine deal together and sees both the lies and the truths and realizes he could do it better he just needs the money then set him on a course that would introduce him to thousands of wines and winemakers taking him to portfolio tastings trade shows and lunches hosted tours and b2b experiences from ny to dc in the united states as well as italy portugal and spain making tons of friends and associates along the way and also uncovering more lies that most people never see that s one way of looking at what has transpired since i first had some wonderful wines that fateful friday night in 2006 when i went into panorama restaurant for a glass of wine not knowing where that would lead me and before i had gotten the idea and inspiration to jump into the industry i could see so many issues within it and so many missed opportunities so these are my thoughts musings analysis critiques experiences and revelations if you want to know about my journey so far this is for you if you look like me and are considering jumping into the wine industry you want to read this one if you are trying to sell wines in the us market or are doing it and could be selling more give this a read you might agree you might disagree you might laugh and you might get pissed off at various parts of this book honestly you should but let me tell you one very important thing i don t hold back and so you might come away

with some different ways of looking at things that you might not have ever considered before

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