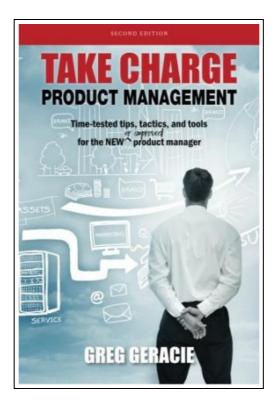
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Reviews

This kind of publication is every little thing and taught me to looking ahead of time and a lot more. It is packed with wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding. *(Ida Herman)*

TAKE CHARGE PRODUCT MANAGEMENT: TIME-TESTED TIPS, TACTICS, AND TOOLS FOR THE NEW OR IMPROVED PRODUCT MANAGER



Actuation Press. Paperback. Condition: New. 184 pages. Dimensions: 9.0in. x 6.0in. x 0.4in.The new and improved second edition of Take Charge Product Management has enhanced graphics and content designed to unlock your product management potential and achieve breakthrough performance for your products and company! If youre looking for an effective and proven approach to product management - one that recognizes that the majority of product managers enter the field with little or no training and must learn through trial and error - this is the book for you. Take Charge Product Management guides you step-by-step along the product management path with tips, tactics, and tools to make you and your products more successful. Whether youre a new or experienced product manager, or a seasoned executive leading a team of product managers, this hands-on guide arms you with best practices to optimize your time and effectiveness and increase your value. Take Charge Product Management is a great read to understand both the field and the role of product management. However this book goes further with valuable lessons for all product managers to master including; product life cycle management, aligning development and product management goals, and establishing process around business outcomes. Its a truly enjoyable read. - Greg Cohen, author of Agile Excellence for Product Managers I wish I had this book 10 years ago when I had started my career. . . but what is nice about this book is that I know I will continue to use it for the next 10 years of my career. - Silicon Valley Product Management Association Book Review Take Charge Product Management is a great, easy-to-read introduction that includes a lot of good tips and nuggets of wisdom about how to operate effectively within an organization as a product manager. . - Jeff Lash,...

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