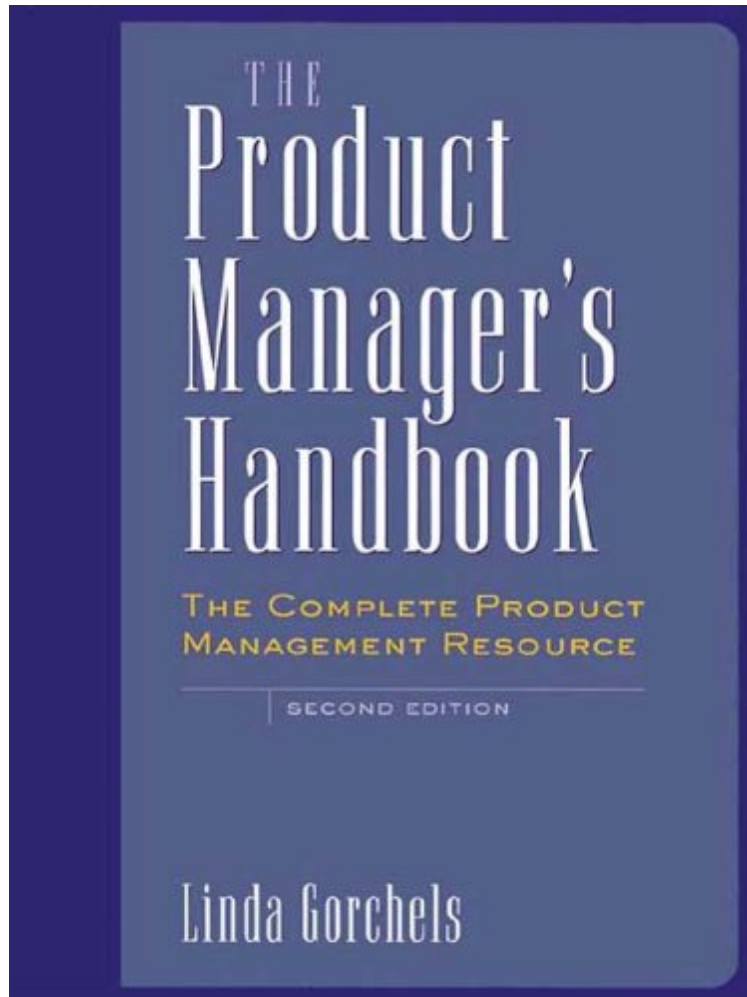


# The Product Manager's Handbook: The Complete Product Management Resource

Linda Gorchels

ePub | \*DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#1706184 in eBooks 2000-06-22 2000-06-22File Name: B000QCTOPY | File size: 34.Mb

**Linda Gorchels : The Product Manager's Handbook: The Complete Product Management Resource** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Product Manager's Handbook: The Complete Product Management Resource:

54 of 54 people found the following review helpful. Good for First Venture into Product ManagementBy Michael J WebbThis book is a good first step into product management (even though I tend to be partial to textbooks). It covers a wide spectrum of the topic. Unfortunately, this wide coverage and the book's short length (254 pages) means that at times it tends to be a bit too general. If you are looking for a very specific and comprehensive book then this might not be the one for you.On the upside, it's packed full with charts, checklists and case studies (invaluable tools in learning), and it's written in a pretty concise fashion.Overall, I feel that this book is a very good introduction into the area of

product management for the beginner and possibly a supplemental text for the seasoned product manager. TABLE OF CONTENTS: SECTION ONE: The Role and Operation of Product Management. 1. The New Product Management. 2. Introducing Product Management and Managing Product Managers. 3. The Role of Product Managers in the Organization. Case One: Heavyweight Product Managers. SECTION TWO: Planning Skills for Product Managers. 4. The Product Marketing Planning Process. 5. The Annual Product Plan. Case Two: The Importance of Data. SECTION THREE: Product Skills. 6. Evaluating the Product Portfolio. 7. Strategic Product Planning. 8. New Products: Proposal, Development, and Launch. Case Three: The Many Aspects of Product Line Management. SECTION FOUR: Functional Skills. 9. Pricing Products and Services. 10. The Product Manager as Marketing Manager. 11. Product Management: The Final Frontier? Case Four: The 3M ScotchCart II Cartridge. Please let me know if this was of help. 1 of 1 people found the following review helpful. Definitely not the handbook! By Arun Ramamoorthy As a Product Manager with 20+ years of experience, I read the book based on a recommendation from a colleague in the hope that I can suggest it as a reading for new members in my organization. This book was a huge let down to say the least. While it provides basic constructs, it doesn't have the practical depth. Most of the information is anecdotal. The book uses a lot of terms without ever defining them (or doing so much later). If you are absolutely new to the work force and are wondering what is product management, then this might be a good start. However if you are looking for practical information as an experienced professional growing in the Product org or is moved into the Product org, please look elsewhere - would recommend that you look for something that is industry specific. By writing a book that is generic, the author has ended up creating a very high overview which unfortunately has no practical value. I am told the previous version of the book was much better, but after this one I don't have the courage or appetite to look for it. 3 of 3 people found the following review helpful. Great Book By J. Christian I would highly recommend this book if you are starting a Career in product management. It is also a great book to read if you are 1-2 years into the position and need some added guidance. It really gives you a nice 100,000 foot overview of the position and strategic insight on some of the more challenging stuff. It's a easy read and one of those books you pick up and don't want to put down.

The Product Manager's Handbook is the essential guide to successful product management in today's fast-changing business world. Product and brand managers, as well as upper-level sales, marketing, and branding executives, will find the text thorough and informative as it explains and analyzes the product manager's role in both traditional, hierarchical organizations as well as in newer horizontal, team-driven decision-making structures. What is a product manager? The overall responsibility of a product manager is to integrate the various segments of a business into a strategically focused whole, maximizing the value of a product by coordinating the production of an offering with an understanding of market needs. A product manager must oversee all aspects of a product or service line in order to create and deliver superior customer satisfaction while simultaneously providing long-term value for the company. The Product Manager's Handbook covers all of these topics in a convenient, easy-to-follow presentation that includes: Hands-on charts for managing every key step, from concept to completion Practical checklists for evaluating progress at every critical stage Brief profiles in every chapter of specific product management roles, functions, and issues Real-world cases illustrating the challenges of product management in action This thoroughly revised and updated second edition fully integrates the Internet and other digital technologies into the product manager's arsenal of tools. The book includes all new information on what it takes to be a successful product manager. It explains the product manager's role in the planning process (including strategic and operational planning), how to evaluate product portfolios, how to propose and develop successful new products, and more. The product manager is frequently the source of the entrepreneurial spirit and sense of innovation that drives a successful organization. Learn to make the most of your product management system with this indispensable reference guide.