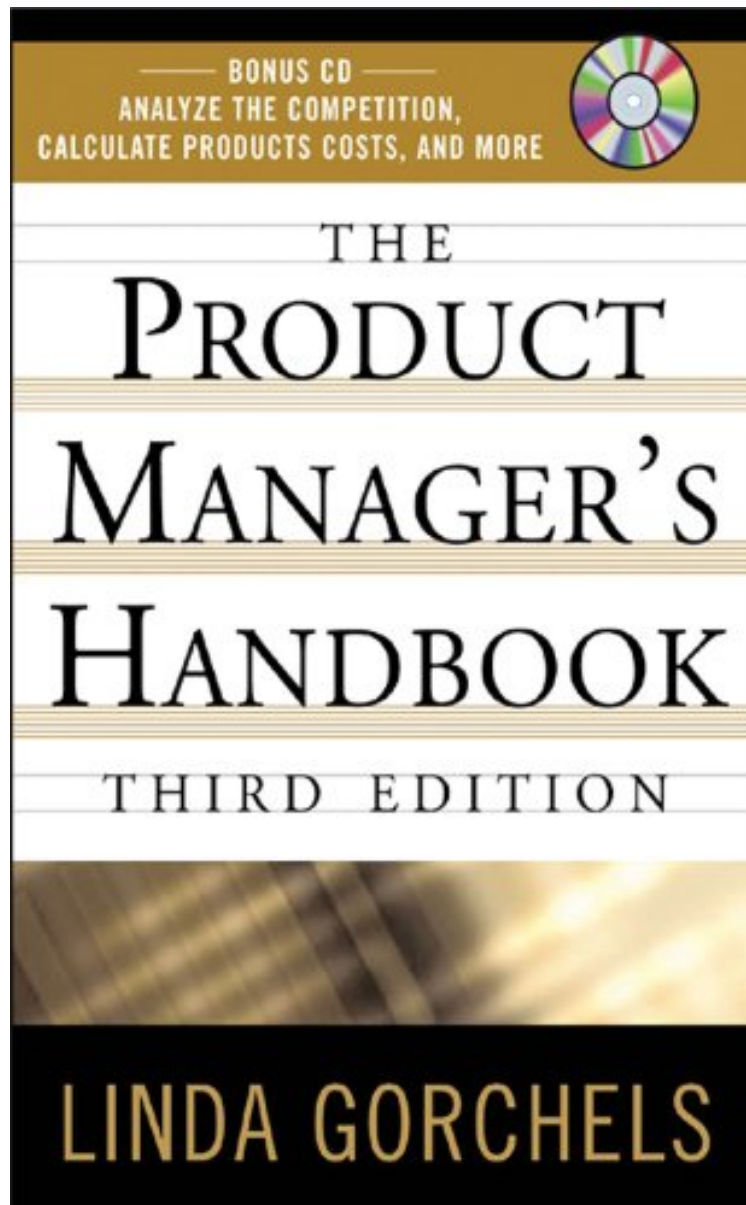


The Product Managers Handbook, 3E

Linda Gorchels

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Linda Gorchels : The Product Managers Handbook, 3E before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Product Managers Handbook, 3E:

54 of 54 people found the following review helpful. Good for First Venture into Product Management By Michael J Webb This 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.

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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.

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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.

Previous editions sold more than 17,000 copies Now includes a CD-ROM with Excel Worksheet templates and features new chapters on product management brand strategy and international perspectives

Linda Gorchels is a well-known product management authority, and the author of *The Product Manager's Field Guide* and *The Manager's Guide to Distribution Channels*

From the Back Cover

Renowned for offering detailed and valuable guidance to all product managers, regardless of market or industry, *The Product Manager's Handbook* has been extensively revised and updated for today's changing business landscape. While product managers must flourish in many different environments--such as consumer versus business-to-business products or hierarchical versus horizontal, team-driven organizations--the techniques and tools they need for management success are remarkably similar. *The Product Manager's Handbook* examines each piece of the puzzle, showing you how to integrate your organization's disparate segments into a cooperative, results-focused unit that works together to create satisfying products from initial design through post-purchase satisfaction. The essential guide to seamless product management in a fluid and unpredictable business world, *The Product Manager's Handbook* gives you the knowledge you need to:

- Conduct market and customer analysis
- Design branding strategies
- Establish and implement prices
- Target current and new markets
- Develop, launch, and assess new products
- Manage existing and mature products
- Create and manage customer demand
- Work effectively with sales, operations, and research departments

Clear, easy-to-read charts show you how to manage each crucial step, from conception to completion. Practical checklists help you to evaluate progress at every stage. Concise "Business Briefs" feature case studies of leading companies confronting and overcoming today's product management challenges. Interviews with seasoned product management consultants and top-performing product managers provide you with dynamic, proven strategies for addressing potential problems in marketing, production, cross-cultural communication, and more. Product managers must create, grow, and manage products that combine internal design integrity with external customer integrity--all, of course, while adhering to strict bottom-line necessities. *The Product Manager's Handbook* examines current market-leading companies, latest research findings, evolving customer perceptions, and more to provide you with the tools you need to design, produce, and market winning products, regardless of your industry. Guidelines for successfully managing your company's most vital competitive assets--its products

A skilled product manager is among a company's most valuable employees, responsible for spearheading every step in a product's lifecycle. *The Product Manager's Handbook* shows you how to develop and seamlessly integrate the key aspects of successful product management--product and market knowledge, financial and strategic skills, interpersonal ability, and more--to enhance your hands-on proficiency and ensure that you are a vital contributor to your company's long-term profitability. Filled with

the updated guidance and insights you need to become an accomplished, valued product manager, this comprehensively revised edition features: All-new information on product management brand strategy and global brand management Expanded guidelines and insights for getting top performance from teams and team members Insightful "Business Briefs" featuring case studies of leading companies In an environment of increasing product complexity, intense international competition, and accelerating customer sophistication, product managers can mean the difference between product success and failure. The Product Manager's Handbook provides a straightforward template that you can follow to create and deliver superior products and services to your company's customers, while at the same time providing long-term value to your company.

About the Author Linda Gorchels is the managing director of executive marketing seminars in the executive education department of the University of Wisconsin-Madison School of Business. She is the author of a number of successful business books, including *The Product Manager's Field Guide* and *The Manager's Guide to Distribution Channels*. Gorchels has provided corporate training for global organizations including Nokia, Siemens, Metso Automation, and others.