



## Take Charge Product Management: Take Charge of Your Product Management Development Tips, Tactics, and Tools to Increase Your Effectiveness as a Product Manager

By Greg Geracie

Actuation Press. Paperback. Book Condition: New. Paperback. 230 pages. Dimensions: 8.9in. x 5.9in. x 0.7in. Unlock your product management potential and achieve breakthrough performance for your products and company! If you're 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 you're 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 lifecycle management, aligning development and product management goals, and establishing process around business outcomes. It's a truly enjoyable read. - Greg Cohen, author of Agile Excellence for Product Managers I wish I...



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