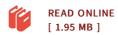




Take Charge Product Management: Take Charge of Your Product Management Development Tips, Tactics, and Tools to Increase Your Effectiveness as a Product Manager

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 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 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...



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