The Phenomenal Product Manager

The Phenomenal Product ManagerAgile Excellence for Product ManagersProduct Management For Dummies42 Rules of Product ManagementHow Reliable is Your Product?Get Out of the Way!The British Paint & Varnish Production ManagerThe Technopolis PhenomenonThe HP PhenomenonIndustrial ManagementThe Madden PhenomenonPublic Service ManagementProduct Management For DummiesMoving Picture World and View PhotographerHorseless AgeHearst's International Combined with CosmopolitanAutomobile Trade JournalFactory and Industrial ManagementSales ManagementManagement Engineering, the Journal of Production Brian Lawley Greg Cohen Brian Lawley Brian Lawley Mike Silverman John V. Levy David V. Gibson Charles H. House Joe Funk Brian Lawley John Robertson Dunlap

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lawley teaches project managers how to work more effectively with their teams how to influence how to get the most important work done in less time and how to manage and accelerate one s career

agile excellence for product managers is a plain speaking guide on how to work with agile development teams to achieve phenomenal product success it covers the why and how of agile development including scrum xp and lean the role of product management release planning and more

your one stop guide to becoming a product management prodigy product management

plays a pivotal role in organizations in fact it s now considered the fourth most important title in corporate america yet only a tiny fraction of product managers have been trained for this vital position if you re one of the hundreds of thousands of people who hold this essential job or simply aspire to break into a new role product management for dummies gives you the tools to increase your skill level and manage products like a pro from defining what product management is and isn t to exploring the rising importance of product management in the corporate world this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field it offers plain english explanations of the product life cycle market research competitive analysis market and pricing strategy product roadmaps the people skills it takes to effectively influence and negotiate and so much more create a winning strategy for your product gather and analyze customer and market feedback prioritize and convey requirements to engineering teams effectively maximize revenues and profitability product managers are responsible for so much more than meets the eye and this friendly authoritative guide lifts the curtain on what it takes to succeed

the world s leading product management experts authors professors ceos and vice presidents bloggers consultants trainers and even a few salespeople and engineers each share one rule they think is critical to succeed in product management

traditionally the way to test a product s reliability was to build it and then try to break it as systems and technologies improved taaf test analyze and fix methodologies were developed and adopted in today s global economy with its short technologically intense product life cycles taaf cannot suffice reliability can no longer be a step or a series of steps in product development it is something that needs to be acknowledged up front and built into the product from its very conception reliability in other words must be designed in product developers now have many tools software and hardware at their disposal for building reliability in from the get go from the organizational point of view what better way to design in reliability than to make designers themselves responsible for the reliability of their designs as mike silverman explains in how reliable is your product this is why the role of the reliability engineer is changing to one of mentor product developers are now responsible for going out and finding the best testing tools and then training the designers on their use so that designers factor and build in reliability at every stage of product design mike has focused on reliability throughout his 25 year career and has observed the position of reliability in the organization evolve in this book he condenses his expertise and experience into a volume of immense practical worth to the engineering and engineering management

communities including designers manufacturing engineers and reliability quality engineers among other things mike discusses how reliability fits or should fit within the product design cycle he provides a high level overview of reliability techniques available to engineers today he lucidly discusses the design of experiments and the role of failure management with case studies and narratives from personal experience mike discusses optimal ways to utilize different reliability techniques he highlights common errors of judgment missteps and sub optimal decisions that are often made within organizations on the path to total reliability with how reliable is your product mike silverman has delivered what few have done before a comprehensive yet succinct overview of the field of reliability engineering and testing engineers and engineering managers will find much in this book of immediate practical value

annotation levy calls on 30 years of computer and software industry experience to offer strategies for empowering encouraging and leading a top notch development team that becomes more productive and innovative

leading experts from academia government and industry present information ideas programs and initiatives that accelerate the creation of smart cities fast systems and global networks

the hp phenomenon tells the story of how hewlett packard innovated and transformed itself six times while most of its competitors were unable to make even one significant transformation it describes those transformations how they started how they prevailed and how the challenges along the way were overcome reinforcing david packard s observation that change and conflict are the only real constants the book also details the philosophies practices and organizational principles that enabled this unprecedented sequence of innovations and transformations in so doing the authors capture the elusive spirit of innovation required to fuel growth and transformation in all companies innovation that is customer centered contribution driven and growth focused the corporate ethos described in this book with its emphasis on bottom up innovation and sufficient flexibility to see results brought to the marketplace and brought alive inside the company is radically different from current management best practice thus while primarily a history of hewlett packard the hp phenomenon also holds profound lessons for engineers managers and organizational leaders hoping to transform their own organizations at last the hp way that most famous of all corporate philosophies has taken on an almost mythical status but how did it really work how did it make hewlett packard the fastest growing most admired large

company of the last half century now two important figures in hp s history chuck house and raymond price have finally given us the whole story the hp phenomenon is the book we ve been waiting for the definitive treatise on how bill and dave ran their legendary company day to day and year to year it should be a core text for generations of young entrepreneurs and managers a roadmap to building a great enterprise michael s malone author of bill dave how hewlett and packard built the world s greatest company

history from the first game in 1989 to the latest incarnation for the next gen consoles this book explores the rich and colorful history of the game celebrity call outs celebrities and nfl players will sound off on their connection to the madden nfl franchise and what the game means to them madden challenge coverage full coverage of the world wide contest that pits the best madden players and pretenders against each other for bragging rights and a 100 000 cash prize world class photos featuring photography from leading news outlets coupled with exclusive shots from the developers personal archives

your one stop guide to becoming a product management prodigy product management plays a pivotal role in organizations in fact it s now considered the fourth most important title in corporate america yet only a tiny fraction of product managers have been trained for this vital position if you re one of the hundreds of thousands of people who hold this essential job or simply aspire to break into a new role product management for dummies gives you the tools to increase your skill level and manage products like a pro from defining what product management is and isn t to exploring the rising importance of product management in the corporate world this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field it offers plain english explanations of the product life cycle market research competitive analysis market and pricing strategy product roadmaps the people skills it takes to effectively influence and negotiate and so much more create a winning strategy for your product gather and analyze customer and market feedback prioritize and convey requirements to engineering teams effectively maximize revenues and profitability product managers are responsible for so much more than meets the eye and this friendly authoritative guide lifts the curtain on what it takes to succeed

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