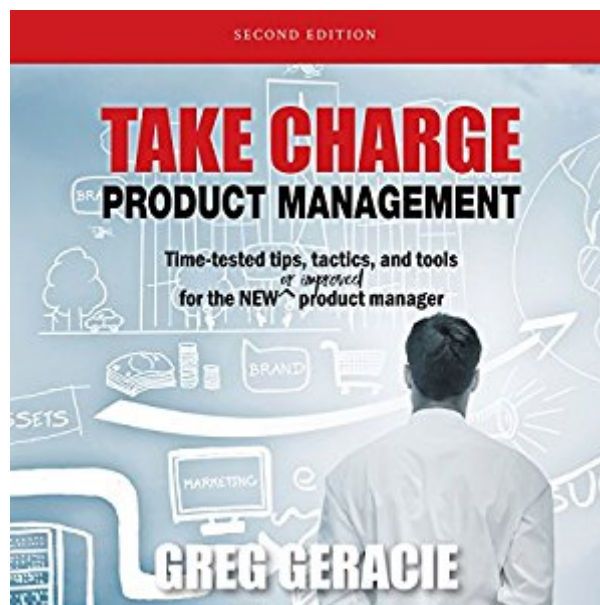




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Take Charge Product Management: Time-Tested Tips, Tactics, And Tools For The New Or Improved Product Manager



Synopsis

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.

Book Information

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Customer Reviews

Excellent book for beginners as well as experts in Product Management. The concepts on how to create product strategy and roadmap is very well articulated. I started and finished this book in 2 days - easy to read. For folks already in PM, this book would be a refresher to sharpen your skills.

Great book for product managers new and old. This second edition has improved graphics as well. Much better on Kindle than the first edition.

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