

The Product Managers Survival Guide Everything You Need To Know To Succeed As A Product Manager

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The Product Manager's Survival Guide is conveniently organized into four sections: I. Getting Your Bearings: Map out your plan to begin the journey to success; II. Learning the Product's Business: Go beyond features and functions to become the product expert, customer advocate, and domain expert; III.

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The Product Manager ' s Survival Guide has been helping product managers master their craft since its original publication. But six years

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The world of business is moving at breakneck speed. More is being demanded of everyone--with fewer resources than ever. In no profession is this more apparent than Product Management. Written by one of today's leading Product Management thought-leaders, Steven Haines, The Product Manager's Survival Guide provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management.

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The first and most comprehensive book about how to get started as a product manager, The Product Manager ' s Survival Guide provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management.

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Our Customer Success team at Aha! put together a “ survival guide ” for new product managers. This advice is rooted in our past experience, but it is also based on what we think is important right now. We know what this focus should be because we speak with thousands of product managers every month. We hear the challenges you are facing.

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The Product Manager's Survival Guide provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management. Whatever your level of experience--whether you're a novice product manager or seasoned Product Management leader--you ' ll find everything you need to make consistent positive impacts on your business.

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Introduction: Welcome to the Second Edition of the Product Manager's Survival Guide 1. Chapter 1 Introduction to Product Management 5. Chapter 2 Understanding the Role of the Product Manager and Assessing Your Product Management Acumen 15. Chapter 3 Navigating the Organization 43. Chapter 4 Influence and the Art of Being a Product Manager 61

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