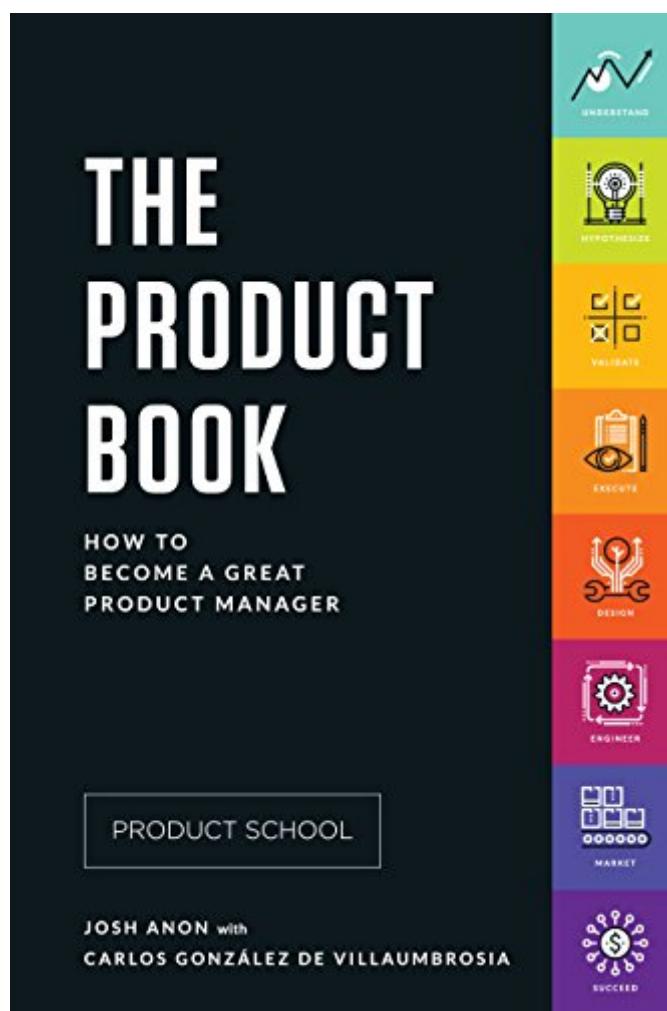


The book was found

The Product Book: How To Become A Great Product Manager



Synopsis

"No one asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do?Based upon Product Schoolâ™s curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!Product School offers product management classes taught by real-world product managers, working at renowned tech companies like Google, Facebook, Snapchat, Airbnb, LinkedIn, PayPal, Netflix and more. The classes are designed to fit into your work schedule, and the campuses are conveniently located in Silicon Valley, San Francisco, Los Angeles and New York.

Book Information

File Size: 3301 KB

Print Length: 314 pages

Publisher: Product School; 1 edition (May 1, 2017)

Publication Date: May 1, 2017

Sold by:Â Digital Services LLC

Language: English

ASIN: B071HFBGXR

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #17,888 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #5 inÂ Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Production & Operations #37 inÂ Books > Business & Money > Management & Leadership > Production & Operations #2599 inÂ Kindle Store > Kindle eBooks > Nonfiction

Customer Reviews

Is a good book for those who know nothing about product management, I just did not like that the book just focus on softwares, apps, and hardware link to technology, It would be great to have a retail product manager book, maybe in a near future we can get this from the authors, I would love to hear their perspective on this sector of product management.

All this book does is that it tries to lure to sign up for their courses on product school. They are just promoting their school without getting into the specifics of how to become a good product manager. It seems that they have just copy-pasted ideas from other books on product design, marketing etc. It is too much fluffy. The entire book could be written in 5 pages. For instance, they talk about creating hypothesis for opportunity at a company, and then validating the hypothesis. Instead of this, it would have been better if the authors would have focused on resources to transition from non-PM to PM. I am a PM at a tech firm, and hated this book. I don't write reviews unless the book is really bad.

A good read for refreshing the product management practices. However, book doesn't cover B2B product management in detail and mostly talks about consumer products.

This book is a very good fieldbook, especially for newbie product managers into the modern product management. The book takes the reader through its logical progression, and builds upon ideas to help the reader understand what are the key activities at each step of the journey. I would highly recommend for anyone looking to make a career as a product manager, and in general anyone involved in product development in any role.

I want to like this book. However, it reads like a high school paper trying to make a word count requirement. Every chapter is bloated. Almost all of the ideas are copied from better sources. Could easily be 80% shorter. Not sure I learned anything.

I have attended Product School, I have recommended the school to many people in my network and witnessed many transformation stories including myself. This book covers all the great content that was taught to many of us. I would strongly recommend this book and must read if you want to become a Product Manager or evaluating Product Management as a career path or simply would like to advance in your career!

An amazing book, a must have for any product manager regardless of their level of experience!

Wish I would have read it sooner.

Excellent book! Good read for aspiring product managers and product leaders. Most product management books are too theoretical or out of touch with industry practice, yet this book is the exact opposite. Highly recommend!

[Download to continue reading...](#)

The Product Book: How to Become a Great Product Manager Product Manager Interview: A Step by Step Approach to Ace the Product Manager Interview at The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager (Business Books) The Product Manager's Field Guide : Practical Tools, Exercises, and Resources for Improved Product Management Take Charge Product Management: Time-Tested Tips, Tactics, and Tools for the New or Improved Product Manager Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) How to Become a GREAT Call Center Manager The Campaign Manager: Running and Winning Local Elections (Campaign Manager: Running & Winning Local Elections) Cracking the PM Interview: How to Land a Product Manager Job in Technology The Product Manager's Desk Reference 2E (Business Books) The Product Manager's Handbook 4/E (General Finance & Investing) PRODUCT LISTING FORMULA (FOR YOUR E-COMMERCE BUSINESS): How to Write Amazing Product Listing That Converts Into Paying Customers â€“ Watch ... Finish (E-Commerce from Aâ€“Z Series Book 3) FBA: Private Label Product Sourcing: Finding Manufacturers and Understanding Product Regulations, Standards, Customs and Import Tax Rates. (Mastermind Roadmap to Selling on with FBA Book 2) Nate the Great Collected Stories: Volume 1: Nate the Great; Nate the Great Goes Undercover; Nate the Great and the Halloween Hunt; Nate the Great and the Monster Mess Product Leadership: How Top Product Managers Launch Awesome Products and Build Successful Teams Drawing for Product Designers (Portfolio Skills: Product Design) Hair Care Product and Ingredients Dictionary (Milady's Hair Care Product Ingredients Dictionary) Strategize: Product Strategy and Product Roadmap Practices for the Digital Age The Principles of Product Development Flow: Second Generation Lean Product Development Star Wars Miniatures Ultimate Missions: Clone Strike: A Star Wars Miniatures Game Product (Star Wars Miniatures Product)

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help