The Product Manager's Handbook : The Complete Product Management Resource

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The Product Manager's Handbook : The Complete Product Management Resource Linda Gorchels The Product Manager's Handbook is an essential guide to successful product management in today's fast-changing business world. Eleven information-packed chapters, grouped in four handy sections, explain and analyze the product manager's role in both traditional, hierarchical organizations as well as newer horizontal, team-driven decision-making structures. Downsizing, right-sizing, reengineering and a host of other terms point to one overriding fact of corporate life today: companies are going through turbulent times that are not likely to end soon. But despite all of the change one thing remains constant: the product manager's role is still the source of the entrepreneurial spirit and innovation that drive every successful organization. As the concluding chapter discusses, product managers of the future will assume new roles and relationships in their organizations. The Product Manager's Handbook is the perfect guidebook for that future.

The Product Manager's Handbook : The Complete Product Management Resource Details

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Tuan says

I found the middle chapters especially helpful in giving ideas on how to improve our processes and thinking framework when approaching product development. Of course, product management across different industries and product types would be different and not necessarily everything is relevant to a single company's requirement. Having said that, it tried its best in referencing different industries, from manufacturing to financial services, and I appreciated that.

Lori Grant says

A must-read book on product management for knowledge workers and entrepreneurs.

Aneesh says

Good for someone who is starting their career in Product Management. It's also a refresher and reminder of what Product Management is all about.

Gary Hsia says

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Ari says

It took forever and was very redundant to b-school and life. That said, they call it the bible for a reason. It's a good compendium of resources and a way of thinking about doing business. If you want to be conversant in product management, read this book.

Nicole says

A good overview, although I don't think it quite lives up to the hype. If you don't know anything about product management, this is a great place to start. If you're an experienced PM, you probably won't get too much practical knowledge out of reading this. Software PMs are better off reading Dyer's 'Essentials' book, as it's at least got some usable templates etc (also, its a lot shorter!)