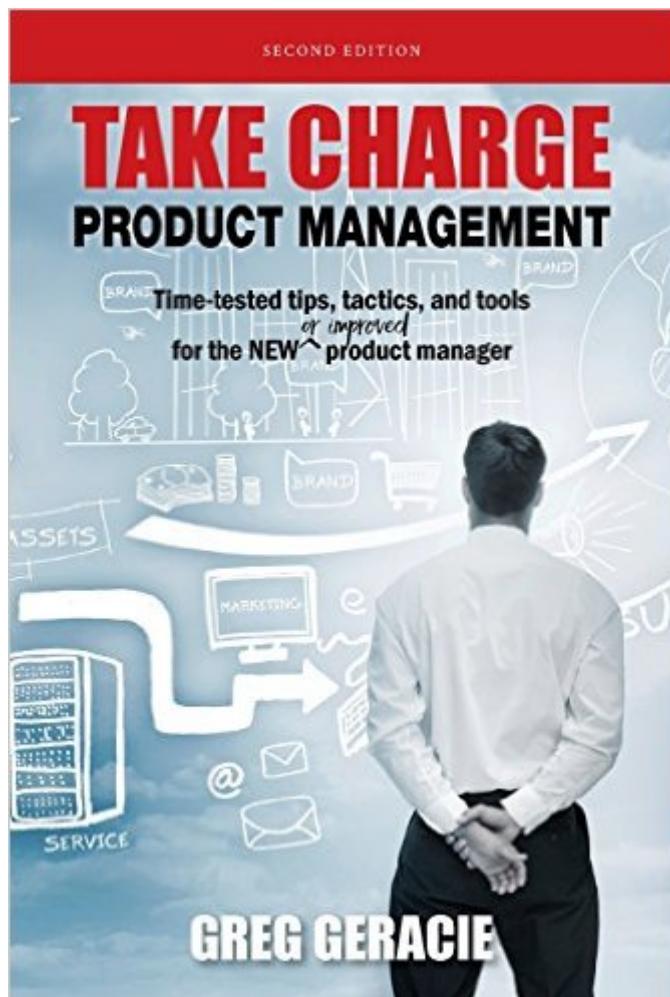


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Take Charge Product Management: Time-tested Tips, Tactics, And Tools For The New Or Improved Product Manager



Synopsis

The new and improved second edition of Take Charge Product Management has enhanced graphics and content designed to unlock your product management potential and achieve breakthrough performance for your products and company! 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. "Take Charge Product Management is a great read to understand both the field and the role of product management. However this book goes further with valuable lessons for all product managers to master including; product life cycle management, aligning development and product management goals, and establishing process around business outcomes. It's a truly enjoyable read." - Greg Cohen, author of Agile Excellence for Product Managers "I wish I had this book 10 years ago when I had started my career...but what is nice about this book is that I know I will continue to use it for the next 10 years of my career." - Silicon Valley Product Management Association Book Review "Take Charge Product Management is a great, easy-to-read introduction that includes a lot of good tips and nuggets of wisdom about how to operate effectively within an organization as a product manager.." - Jeff Lash, How To Be A Good Product Manager "Geracie is teaching through a fundamental tool that all product managers should know, "the user persona/user story". If only text books were written like this, learning would be easier, more relevant, and much more enjoyable." - Boston Product Management Association Book Review "Geracie's Take Charge Product Management provides a quick summary of job expectations for new product managers. Written in an accessible manner, the book walks you through a day in the life of a hypothetical product manager, introducing you to challenges product managers face as they enter their roles for the first time." - Linda Gorchels, author of The Product Manager's Handbook and The Product Manager's Field Guide "Greg Geracie has compiled a thoroughly "user friendly", 232-page compendium of instructions, advice, commentary, insights, tips, tricks, tools and techniques for adding value...a complete course under one cover! "Take Charge" fully lives up to the promise of its title and is enthusiastically recommended reading!" - The Midwest Book Review "Take Charge Product Management is easy to read with a nice casual style to the writing. It's clear that Greg has lived through much (if not all) of Sean's

experiences himself during his career and is now imparting the wisdom gained to the next generation of new Product Managers. - Saeed Khan, On Product Management "Geracie nails it with Take Charge Product Management. The book's format really brings home the tools and processes that are required to become a leader in any organization's product management function. Take Charge Product Management should be the new bible for all product managers!" - Kevin Maguire, General Manager, Philips Healthcare

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Customer Reviews

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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