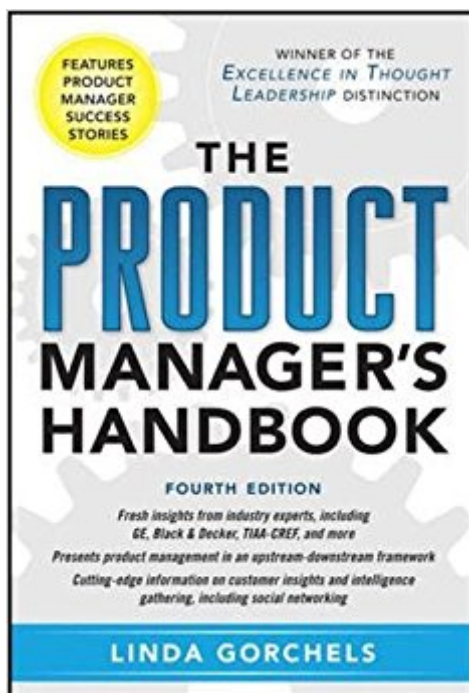


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# The Product Manager's Handbook 4/E (General Finance & Investing)



## Synopsis

The essential guide to seamless product management for today's fluid, unpredictable business world. Long considered the most useful and insightful guide of its kind, *The Product Manager's Handbook*, now in its 4th edition, gives you the edge in today's challenging business landscape. It features expanded coverage of product development processes, intelligence-gathering techniques, leadership and business competencies and life-cycle management. This indispensable resource for those managing non-software offerings (capital goods, consumer products, medical equipment, services, etc.) provides tools to help product managers get started. And it can help experienced product managers by reminding them about the basics. *The Product Manager's Handbook* shows you how to integrate your organization's disparate segments into a cooperative, results-focused unit that produces satisfying products from initial design through the post-purchase experience. If your job is to create and commercialize products, it provides the information you need to:

- Balance breakthroughs and line extensions
- Create business cases including competitive assessment, market requirements, and risk reduction
- Conduct gate reviews and beta testing and manage scope creep
- Get everything in order for a smooth product launch

For those who manage existing lines, this guide provides:

- Specific tips for each of the 4Rs of product life-cycle management
- Brand guidelines
- Approaches to customer message management
- Advice on working with sales and the channel

Clear, easy-to-read charts show you how to manage each crucial step from conception to completion, and practical checklists help you evaluate progress at every stage. Interviews with seasoned product management consultants and organizational managers as well as top-performing product managers provide you with dynamic, proven strategies for addressing potential problems in marketing, production, cross-cultural communication, and more. *The Product Manager's Handbook* examines current market-leading companies, the latest research findings, and evolving customer perceptions to provide you with the tools you need to design, produce, and market winning products and beat the competition at every turn.

## Book Information

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## Customer Reviews

Linda Gorchels serves on the Executive Education faculty of the University of Wisconsin-Madison's School of Business. She is the author or coauthor of several business books, including *The Product Manager's Field Guide* and *The Manager's Guide to Distribution Channels*. Gorchels has provided corporate training for global organizations including Nokia, Siemens, Metso Automation, and others. She lives in Madison, WI.

This book is a good first step into product management (even though I tend to be partial to textbooks). It covers a wide spectrum of the topic. Unfortunately, this wide coverage and the book's short length (254 pages) means that at times it tends to be a bit too general. If you are looking for a very specific and comprehensive book then this might not be the one for you. On the upside, it's packed full with charts, checklists and case studies (invaluable tools in learning), and it's written in a pretty concise fashion. Overall, I feel that this book is a very good introduction into the area of product management for the beginner and possibly a supplemental text for the seasoned product manager.

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SECTION THREE: Product Skills. 6. Evaluating the Product Portfolio. 7. Strategic Product Planning. 8. New Products: Proposal, Development, and Launch. Case Three: The Many Aspects of Product Line Management.

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Four: The 3M ScotchCartlII Cartridge.Please let me know if this was of help.

As a Product Manager with 20+ years of experience, I read the book based on a recommendation from a colleague in the hope that I can suggest it as a reading for new members in my organization. This book was a huge let down to say the least. While it provides basic constructs, it doesn't have the practical depth. Most of the information is anecdotal. The book uses a lot of terms without ever defining them (or doing so much later).If you are absolutely new to the work force and are wondering what is product management, then this might be a good start. However if you are looking for practical information as an experienced professional growing in the Product org or is moved into the Product org, please look elsewhere - would recommend that you look for something that is industry specific.By writing a book that is generic, the author has ended up creating a very high overview which unfortunately has no practical value. I am told the previous version of the book was much better, but after this one I don't have the courage or appetite to look for it.

I would highly recommend this book if you are starting a Career in product management. It is also a great book to read if you are 1-2 years into the position and need some added guidance. It really gives you a nice 100,000 foot overview of the position and strategic insight on some of the more challenging stuff. It's a easy read and one of those books you pick up and don't want to put down.

This is a very good introductory text to anyone who aspires to be a Product Manager. It skims through the generics of what is required of a Product Manager in general. Coverage of topics such as planning for new products, some light financial discussions, discussions about marketing plans, etc. are useful to know.It pays to note that this book is light on details and should be used as an introductory text. There are books that offer in-depth coverage of specific areas of product management areas such as marketing planning, business planning, marketing analysis, data mining, and so on.Although a bit light on details, I gave it 4 stars because if it went into details it would have been a 5000 page book as Product Management sits anywhere between a simple to complex discipline depending on what industry and what firm one works in.

This book helped me develop a product management philosophy and system. It also provoked numerous questions that resulted in changes in product strategy in our small company. They also get my vote for getting it all "said" in a short number of pages.

This book is probably the best overall guide for Product Managers I have seen. It is very broad in places because it tries to remain as applicable to Product Managers of all kinds of products, from shampoo to TVs to computer software. The concepts of Product Management are the same, regardless of industry, but the reader needs to be capable of translating broad concepts into something applicable to their own setting. The book does a great job of describing the scope of a Product Manager's role and the types of things a Product Manager should be thinking about. This is particularly useful for new Product Managers or for experienced Product Managers that want a reference point for helping explain their role to others (often one of the greatest challenges for a Product Manager).

Love this book. It is a great manager's handbook. Easy to read and understand.

This is a good book to brush up basics. I am a product manager for 4 years and I bought this book to strengthen and freshen my PM skills. this book is perfect for that.

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