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42 Rules: The Politics of Product Management. by Mikel Chertudi. posted on 12-17-2013. Digital marketing managers, and product managers alike, have lots of constituents—stakeholders whose “votes” matter. The political clout held by a network of departments, customers, and critics can have an unexpected effect on any new release, product ...

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The 42 Rules of Product Management (2nd Edition) is a collection of product management wisdom from forty experts from around the world including Adrienne Tan, Linda Gorchels, Jeff Lash, Marty Cagan, and Rich Mironov. The contributors each share one rule they think is critical to succeed in product management from their experience with companies such as Apple, eBay, Intuit, SAP, and Yahoo!.

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Annotation A collection of product marketing wisdom and insights from 42 experts from around the world exposes readers to the experience and knowledge of a group of the world's leading product marketing experts with a range of perspectives in both consumer and business markets.

Your one-stop guide to becoming a product management prodigy Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential job—or simply aspire to break into a new role—Product Management For Dummies gives you the tools to increase your skill level and manage products like a pro. From defining what product management is—and isn't—to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field. It offers plain-English explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product roadmaps, the people skills it takes to effectively influence and negotiate, and so much more. Create a winning strategy for your product Gather and analyze customer and market feedback Prioritize and convey requirements to engineering teams effectively Maximize revenues and profitability Product managers are responsible for so much more than meets the eye—and this friendly, authoritative guide lifts the curtain on what it takes to succeed.

Marketing, sales, and business development executives face constant pressure to boost revenue. This book is a brainstorming tool meant to provoke discussion and creativity within executive teams who are looking to boost their top line numbers. '42 Rules for Growing Enterprise Revenue' is based on two concepts: No effective effort to grow a company is ever contained within a single function There is no silver bullet -- you have to keep trying new things and making bets So, this isn't a marketing or sales book; it doesn't focus on a single idea or framework. Instead, it discusses many different ways that companies have succeeded in boosting sales. This collection of practical ideas about the strategies that raise sales combines Lilia Shirman's observations from almost 20 years of experience in marketing, business development, strategic alliance management and operations with stories and lessons from other technology business leaders. The rules cover a broad spectrum of concepts, including: Laying the foundation for growth New market entry Sales enablement Solutions Industry specialization Demonstrating value Some rules are reminders of the things you know you "should do" but never implemented. Others might spark new ideas, or inspire different approaches to old ones. A few are warnings about the roadblocks you'll want to avoid. All are practical, concise, and actionable.

A foundation for anyone considering outsourcing their call center, this volume provides a path for companies outsourcing their first call center with a logical sequence of steps for moving an existing operation to an outsourced organization.

"Agile Excellence for Product Managers" is a plain-speaking guide on how to work with Agile development teams to achieve phenomenal product success. It covers the why and how of agile development (including Scrum, XP, and Lean,) the role of product management, release planning, and more.

Powell draws on her 20-plus years in sales to present a practical step-by-step guide on how to find the right prospects, build profitable relationships, close more sales, and turn customers into champions for your business.

The 42 Rules of Marketing - 2nd Edition is a compilation of ideas, theories, and practical approaches to marketing challenges the author has been collecting over the past 20+ years. The idea behind this unique look at marketing was to create a series of helpful reminders; things that marketers know they should do, but don't always have the time or patience to do. The book touches on everything from tradeshow and PR to customer advocacy, market research and the role of humor in marketing. The author shares tips and tricks to ensure your marketing messages reach the intended audience. After all, isn't that the point?"

Let's face it, if you want to get ahead in business you cannot avoid people management – but we're often promoted because we're good at what we do, not because we display great management skills. We owe it to the people we manage to read up on the subject and get skilled! Luckily Jo Owen has laid out 50 essential lessons we need to learn to become the best manager we can be. Jo has studied what makes a good manager everywhere from British soap powder companies, to inner city schools and Japanese banks. So whether becoming a manager has brought out the inner dictator in you or left you feeling painfully awkward, Management Rules will have you relaxed, confident and effective in no time.

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