

Software Product Management

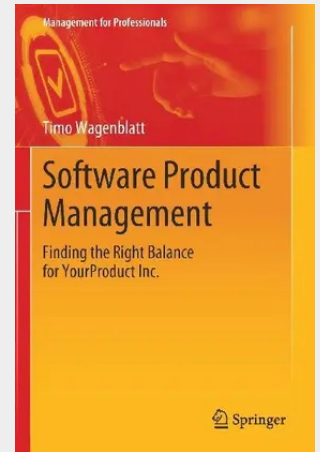
Finding the Right Balance for YourProduct Inc.

This book is for product managers, product owners, product marketing managers, VPs and Heads of Product, CEOs, and start-up founders. In short, it serves anyone interested personally or professionally in software product management. You'll learn how to plan, coordinate and execute all activities required for software product success. It enables you to find the right balance for delivering customer value and long-term product success.

The book offers a comprehensive introduction for beginners as well as proven practices and a novel, holistic approach for experienced product managers. It provides much-needed clarity regarding the numerous tasks and responsibilities involved in the professional and successful management of software products. Readers can use this book as a reference book if they are interested in or have the urgent need to improve one of the following software product management dimensions: Product Viability, Product Development, Go-to-Market / Product Marketing, Software Demonstrations and Training, The Market / Your Customers, or Organizational Maturity.

The book helps product people to maximize their impact and effectiveness. Whether you're a seasoned practitioner, new to software product management, or just want to learn more about the best-of-all disciplines and advance your skills, this book introduces a novel and "business" tested approach to structure and orchestrate the vital dimensions of software product management. You will learn how to create focus and alignment on the things that matter for product success. The book describes a holistic framework to keep the details that matter for product success in balance, taking into consideration the limiting factors, strategies and responsibilities that determine the overall product yield potential. It explains how to leverage and adapt the framework with regard to aspects like product viability, product development, product marketing and software demonstrations and training, as well as more general aspects like markets, customers and organizational maturity. The book focuses on the unique challenges of software product managers or any related roles, whether you are a founder of a small to mid-sized software company or working in the complex ecosystems of large software enterprises or corporate IT departments.

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64,19 €

59,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783030198732

Medium: Buch

ISBN: 978-3-030-19873-2

Verlag: Palgrave Macmillan

Erscheinungstermin: 15.08.2020

Sprache(n): Englisch

Auflage: 1. Auflage 2019

Serie: Management for Professionals

Produktform: Kartoniert

Gewicht: 762 g

Seiten: 475

Format (B x H): 155 x 235 mm

