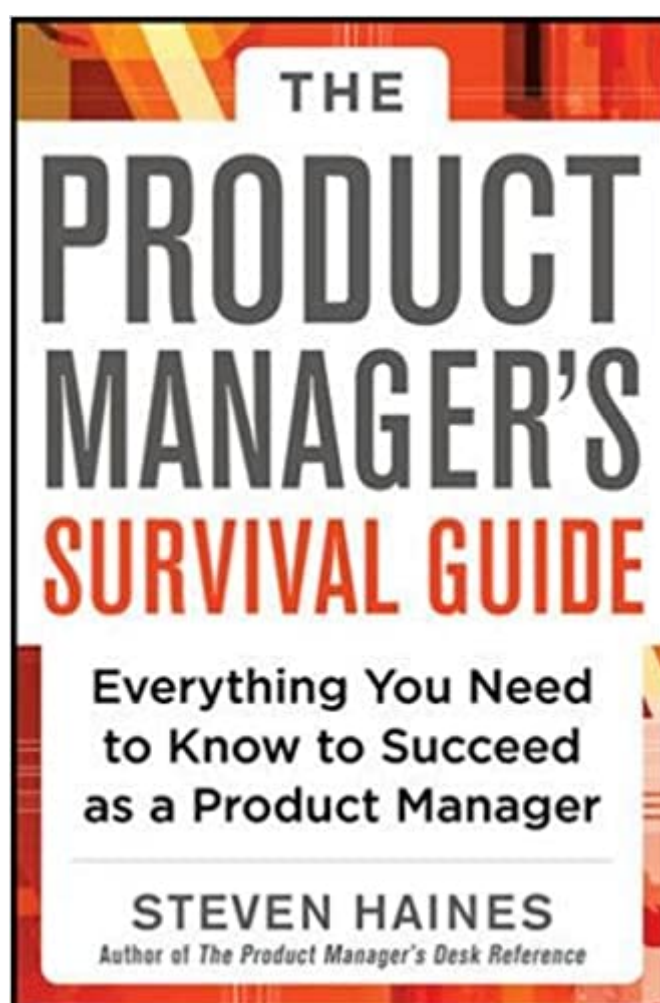


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# The Product Manager's Survival Guide: Everything You Need To Know To Succeed As A Product Manager (Business Books)



## Synopsis

**FORGE A POWERFUL STRATEGY TO BECOME A PRODUCT MANAGER WHO DELIVERS RESULTS**

The world of business is moving at breakneck speed. More is being demanded of everyone--with fewer resources than ever. In no profession is this more apparent than Product Management. Written by one of today's leading Product Management thought-leaders, Steven Haines, *The Product Manager's Survival Guide* provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management. Whatever your level of experience--whether you're a novice product manager or seasoned Product Management leader--you'll find everything you need to make consistent positive impacts on your business. With this practical guide in your hands, you have the most powerful tool available for increasing your productivity quickly and dramatically--in a way that is noticeable and measurable. *The Product Manager's Survival Guide* is conveniently organized into four sections: I. Getting Your Bearings: Map out your plan to begin the journey to success II. Learning the Product's Business: Go beyond features and functions to become the product expert, customer advocate, and domain expert III. Getting Work Done: Synchronize and orchestrate the work of others to help everyone maintain focus on company goals IV. Moving Forward: Round out your experience to take the next critical steps in your Product Management career The only way to excel as a product manager is to develop a strategy for the long run. Start formulating one now and you will be well ahead of your competition--internally and externally. *The Product Manager's Survival Guide* gives you the tools and insight you need to start putting the pieces in place now--so you can succeed well into the future.

## Book Information

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## Customer Reviews

Steven Haines is the founder of Sequent Learning Networks and The Product Management Executive Board. Sequent Learning Networks is a global training and advisory services firm based in New York City. Its mission is to help its clients improve the structure and function of Product Management so they can produce great products. The Product Management Executive Board is a professional association of senior executives who share a common bond in their quest for product excellence. Steven's books serve as foundational bodies of knowledge and Product Management best practices for product managers, product leaders, and executives across the corporate landscape. Steven spent more than two decades in corporate leadership roles in industries as diverse as wholesale industrial products, intimate apparel, medical products, communications, and software & technology. Further, he spent twelve years as an adjunct professor at Rutgers University's business school.

I just started a PM intern position, but I've been reading this book for the last few weeks. I've read a few other PM books, and there's a few things that make this book perfect for someone like me.<sup>1</sup> Haines gives a very broad overview of what you, as a PM, should be working towards: an understanding of the product, the customer, the business, and the industry.<sup>2</sup> He breaks down these objectives into just enough detail for you to get started. For instance, he recommends creating an organizational chart of those you may need to work with and meeting with them 1 on 1 to start and build a relationship. I was happy to notice this was one of the first tasks given to me when I started working.<sup>3</sup> It's makes a great reference at my desk. I use it often to quickly look up certain topics and how I should approach it. The text seems to be slightly slanted a couple degrees on each page, perhaps a printing malfunction? And there are a few typos... But, I can't find much else that I disliked about it, and for a PM newbie, it's a great book to get started, highly recommended.

A must have if you are a PM or want to be a PM. A very good book.

This is a great book. I totally agree with the premise this is a great book. I totally agree with the premise that a lot of people just fall into this profession. I had really good ideas that I have already

begun using.

Steven Haines is clearly an expert in product management. This book is easy to follow and necessary for all current and new product managers. Excellent read and reference book!

I did academic research before my current PM job, and this book has tremendously helped me transition into the world of product. In his book, Steven Haines gives us the tools and importantly - the inspiration, to try things, learn through experience, and charter our own course. I'd highly recommend it!

Great book. Lives up to it's title. Shipped fast and packed well.

This should be a required manual for every new pm hire. I was totally new, in the dark with an absentee manager. This book was an enlightenment.

I really enjoyed this book. It was engaging and holds a ton of tips that I will be able to utilize in my first product manager role.

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