

Product Management For Dummies

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Product managers plan for the upcoming: while standing in the present, they believe in the future. Product managers know what will happen when their product becomes available. Today's world won't exist anymore in that future. So, your thinking should be focused on the natural outcome of today's trends at another point in time.

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He is the CEO and Founder of the 280 Group, author of six best-selling Product Management books, including Product Management for Dummies and one of the creators of the Optimal Product Process™. He is also the former President of the Silicon Valley Product Management Association. Brian Lawley is recognized as a thought-leader and authority on the profession of Product Management and Product Marketing.

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Product Management for Dummies covers several important areas such as: what a Product Manager is, what they do, why it's important for companies to have managers for their products, the Product Lifecycle (why it's important and what should happen during each stage).

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