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with Colin Pal 5

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101 - How to Become

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The Top 10 Best

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Training (Part 2):

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The Top 10 Books for

Product Managers

(and Aspiring PMs)

Tesla - Elon Musk

documentary series

Episode 2013 (Part 1

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do? - Agile Coach 5

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review. Dec 16, 2012

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Johan Oskarsson

rated it liked it. Its is a pretty good book, the author knows about

product management and its a book for the new product manager.

The think about is that it is short.

~~Take Charge Product Management: Time-Tested Tips, Tactics ...~~

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Take Charge Product Management: Time-Tested Tips, Tactics, and Tools for the New or Improved Product Manager Greg Geracie (Author), Eric Burr (Narrator), Actuation Consulting (Publisher) Get Audible Free. Get this audiobook free. \$14.95/mo after 30 days. ...

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Manager. Written by:
Greg Geracie.

Chicago, IL: Actuation
Press, 2011. 230

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pages. Reviewed by:

Teresa Jurgens-

Kowal. Take Charge

Product Management

is a short, easy-to-

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following a newly

minted product

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Product Management

is a quick intro-

duction to a complex

and growing

business function.

Use it as a starting

point to learn more

about product

manager roles and

responsibilities ...

Product Manager

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Take Charge Product
Management by Greg
Geracie You won ' t

find these two

sentences in any

books on product

management: “ It

was 6:45am. The

sharp sound of the

alarm clock buzzer

cut through my

thoughts ” , “ The

candy bars on

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Alex 's desk were
vanishing quickly ” ,
or “ My first shot
sprang off the rim of
the basket and
bounced to the ...

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Management~~

~~Product Bookshelf~~

"Take Charge Product
Management" is a
great resource for
both new and

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experienced product managers. The book is clearly directed at product managers that provide direction for intangible products although there are many aspects of the content that would benefit product managers in all industries.

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you step-by-step

along the product

management path

with tips, tactics, and

tools to make you

and your products

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a seasoned executive

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Leading a team of product managers, this hands-on guide arms you with best practices to optimize your...

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Development; Tips,
Tactics, and Tools to
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Effectiveness as a

Product Manager |

Geracie, Greg | ISBN:

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and your products

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Understand both the field and the role of product management.

However this book goes further with valuable lessons for all product managers to master including; product lifecycle management, aligning development and product

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management goals,
and establishing
process around
business outcomes.

Tips Tactics

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Management:
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Geracie ...~~

It is difficult to
implement a take
charge product
management style
without feeling

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empowered to do so.

Mr. Geracie ' s book, Take Charge Product Management, can help bridge some of

that gap. Mr. Geracie expressed a concern that customer

satisfaction is the only metric that most product managers are held accountable to.

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with Greg Geracie ...~~

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contains 20

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templates that can be
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your needs .

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performance for your

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looking for an

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effective and proven
approach to product
management – one
that recognizes that
the majority of
product managers
enter the field with
little or no training
and must learn
through trial and
error – this is the
book for you. Take
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you step-by-step
along the product
management path
with tips, tactics, and
tools to make you
and your products
more successful.

Whether you're a
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product manager, or
a seasoned executive
leading a team of
product managers,
this hands-on guide

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Arms you with best practices to optimize your time and effectiveness and increase your value.

Learn how to:

- Understand what's expected of you at each stage of your company's growth
- Add value to your organization by understanding your executives'

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expectations •

Evaluate the range of product management

management

approaches available

- Gather the mission-critical information

you need to succeed

- Develop an

effective vision for

your offering • Align

your organization

behind your product

decisions • Form

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Cross-functional

teams and

synchronize with the

development team •

Shift from reactive to

proactive product

management •

Document your

results

Product

Unlock your product

management

potential and achieve

breakthrough

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Performance for your products and company! If you're looking for an effective and proven approach to product management - one that recognizes that the majority of product managers enter the field with little or no training and must learn through trial and

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Product - this is the book for you. Take Charge Product Management guides you step-by-step along the product management path with tips, tactics, and tools to make you and your products more successful.

Whether you're a new or experienced product manager, or

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a seasoned executive leading a team of product managers, this hands-on guide arms you with best practices to optimize your time and effectiveness and increase your value.

About the Author

Greg Geracie is a recognized thought leader in the field of product

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management and the

President of

Actuation Consulting,

the world's leading

product

management

consulting and

training organization.

Actuation Consulting

is a global provider of

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to many of world's most well-known organizations. Greg is the author of two global best sellers Take Charge Product Management and The Guide to the Product Management and Marketing Body of Knowledge. He is also an adjunct professor at DePaul University's College

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of Computing and Digital Media where he teaches graduate and undergraduate courses on high-tech and digital product management. Greg is a former board member of the Business Architecture Guild where he contributed to the most recent version of the BIZBOK Guide.

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As an industry expert, Greg has also been asked to contribute his product management expertise to a growing list of professional bodies of knowledge, including the Institute of Electrical and Electronics Engineers (IEEE) first ITBOK and the latest

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BABOK Guide. Greg is currently a member of the IEEE's Information Technology Committee.

Unlock your product management potential and achieve breakthrough performance for your products and company! If you're

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looking for an effective and proven approach to product management - one that recognizes that the majority of product managers enter the field with little or no training and must learn through trial and error - this is the book for you. Take Charge Product Management

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guides you step-by-step along the product management path with tips, tactics, and tools to make you and your products more successful.

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this hands-on guide arms you with best practices to optimize your time and effectiveness and increase your value.

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goes further with
valuable lessons for
all product managers
to master including;
product lifecycle
management,
aligning
development and
product
management goals,
and establishing
process around
business outcomes.
It's a truly enjoyable

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read." - Greg Cohen,
author of Agile
Excellence for
Product Managers "I
wish I had this book
10 years ago when I
had started my
career...but what is
nice about this book
is that I know I will
continue to use it for
the next 10 years of
my career." - Silicon
Valley Product

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Review Take Charge

Product Management

is "a great, easy-to-

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that includes a lot of

good tips and

nuggets of wisdom

about how to operate

effectively within an

organization as a

product manager." -

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A Good Product
Manager "Geracie is
teaching through a
fundamental tool
that all product
managers should
know, "the user
persona/user story."

If only text books
were written like this,
learning would be
easier, more relevant,
and much more
enjoyable." - Boston

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Association Book

Review "Greg Geracie

has compiled a

thoroughly "user

friendly', 232-page

compendium of

instructions, advice,

commentary,

insights, tips, tricks,

tools and techniques

for adding value...a

complete course

under one cover!

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"Take Charge" fully lives up to the promise of its title and is

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"Greg Geracie's book Take Charge Product Management does an excellent job of explaining why the role of a product

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Product Manager is so central to the successful integration of a company's business functions. I also found Greg's description of the Agile software development process and its impact upon product managers to be particularly insightful." - MIT Professor Steven

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Eppinger co-author
of Product Design
and Development

"Take Charge Product

Management is easy

to read with a nice
casual style to the

writing. It's clear that

Greg has lived

through much (if not
all) of Sean's

experiences himself

during his career and

is now imparting the

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wisdom gained to the
next generation of
new Product

Managers." - Saeed

Khan, On Product

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"Geracie nails it with

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book's format really

brings home the

tools and processes

that are required to

become a leader in

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any organization's product management function. Take Charge Product Management should be the new bible for all product managers!" - Kevin Maguire, General Manager, Philips Healthcare About the Author Greg Geracie is the President and Founder of Actuation

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marketing leadership positions for start-ups, private equity-backed ventures, mid-sized companies, and multi-billion dollar corporations.

The book »Technical Product Management« is the continuation of the series Product Management

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according to Open Product Management Workflow and is aimed at Technical Product Managers and Product Owners. Note: the tools and templates, which are mentioned in the book, are deliberately not included, but will be issued in the trainings, as their application needs to

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be explained and exercised under guidance in practical examples.

Additionally, you can also download the book »Technical Product

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gained from the book

»Strategic Product Management« in product development.

First of all the book

»Technical Product Management« deals with the set up of the technical product team.

You will learn which different roles exist and who takes which tasks in this

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technical product team and why. To prioritize the requirements for product development, based on market facts, you will learn how to develop a rating scheme, taking into account time-dependent sales, long-term strategies and economic

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preprototyping and numerous other topics relating to product

development from a Product Management perspective.

How long does it take to buy a loaf of bread? A pair of shoes? A car? These are trick questions. Imagine a hundred

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potential customers in the same store, each holding a stopwatch. Some of their stopwatches are ticking very fast (grabbing a bottle of wine before a party), some glacially slow (agonizing over the perfect bottle for a first date). Some, in fact, aren't ticking at all. For today's

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savvy marketers understanding how much time and energy consumers are willing to spend shopping for their product or service is the single most important (yet overlooked) factor in maximizing sales.

After years of advising clients who sell everything from

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all-natural fruit juice
to health insurance,
John Rosen and
AnnaMaria Turano
have learned that
capturing a
consumer ' s
attention at precisely
the right time and
holding it through
the purchase decision
requires a strategy
that they call
Stopwatch

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Marketing. It is the method of adjusting your marketing strategies to match the shopping styles of your customers. Stopwatch Marketing unveils a systematic way to capitalize on four different types of shopping styles—Recreational, Painstaking, Impatient, and

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Reluctant. Rosen and Turano also share the stories of how America's top brands put the concept of Stopwatch Marketing to work for them.

You'll learn how: Goodyear turned Assurance with TripleTred tires into a billion-dollar success story built on a

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shopping cycle that takes less than an hour. Roto-Rooter became the only legitimate brand in its category by controlling the typical Yellow Pages users' 50-second search pattern. Whole Foods reinvented the supermarket shopping experience

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to slow down their customers' clocks. Microsoft exploits shoppers'

reluctance to spend time researching alternatives to their Office software.

Lexus begins targeting customers up to a year before they set foot inside a dealer showroom. In a world where

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consumers are assaulted with thousands of different marketing messages every day, the biggest challenge is to align the content and timing of your messages to the amount of time buyers have for hearing them. Stopwatch Marketing shows

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how to do just that
and increase your
bottom line as a
result.

Tips Tactics

Setting the Standard
And Tools For
Product
Management and
Marketing Many of
the leading voices in
the product
management
profession
collaborated closely

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with working product managers to develop The Guide to the Product Management Time Tested and Marketing Body of Knowledge (the ProdBOK(r) Guide).

This effort was enhanced by project management, user experience, and business analyst thought leaders who further defined and

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Optimized several essential working relationships that improve product manager effectiveness. As a result of this groundbreaking collaboration within the product management community and across the adjoining professions, the

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ProdBOK Guide

provides the most comprehensive view of product

management and

marketing as they apply to a wide range of goods and

services. The

resulting standard

provides product

managers with

essential knowledge

to improve the

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practice of product management and deliver organizational results. This edition of the ProdBOK Guide: Introduces a product management lifecycle for goods and services Encompasses and defines traditional product development

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Processes such as
waterfall, as well as
newer approaches
that fall under the
Agile umbrella
Illustrates the various
inputs and outputs
that product
managers should
consider at each
phase of the product
management
lifecycle Highlights
how to optimize the

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working relationship
between product
management
professionals and our
counterparts in the
project, program,
portfolio
management, user
experience, and
business analyst
communities
Describes essential
tools that product
managers should be

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represents an
industry-wide effort
to establish a
standard for the
practice of product
management. The
book was sponsored
by the Association of
International Product

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enhance the results
you bring to your
organizations every
day. About the
Authors Greg Geracie
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the president of

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and advisory services

to some of the

world's most well-

known organizations.

Greg is the author of

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the development of
the ProdBOK Guide
as editor-in-chief. He
is also an adjunct
professor at DePaul
University in Chicago,
Illinois. Steven D.
Eppinger is professor
of management
science and
innovation at the

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Technology (MIT)

Sloan School of

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teaches MIT's
executive programs

in product

development and
complex project

management. He has

co-authored a

leading textbook,

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is used by hundreds
of universities around
the world

Traditional
management
structures,
systems, and tools,
intended to make the
first factories of the

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Industrial

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This firsthand road map will tell you what it takes to create a product that meets a customer's needs -- and avoid the pitfalls of product failure. Did you cut through traffic on your Segway today? Cool off with a delicious can of New Coke? Relax at home while listening to

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some music on your Zune? Despite years of research, countless products like these see high-profile launches, only to end up failing to connect with an audience.

The Practitioner's Guide to Product Management will help you create a lasting product and take you through the

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field of product
management with
candid stories and a
litany of real-world
experiences.

And Tools For

New 2nd edition is
now available. As
companies
reorganize and
reengineer,
thousands of people
are finding
themselves tossed

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into management every day. "You may go to bed as a member of the team and wake up to find yourself suddenly in charge," says Matuson. The key to success is managing effectively both up and down the line of organization-this first edition of Suddenly in Charge provides a

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Product approach
with two books in
one: read it in one
direction and you'll
find all the tips and
tools you need to
manage down,
establishing
credibility with your
team and leading in a
way that both builds
rapport and garners
respect. Flip the book
over and you'll find

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Success strategies for managing up, interacting successfully with your bosses and developing strong relationships. In the Managing Up side of the this book, you will learn how to manage your relationships and responsibilities as an employee, including

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how to understand the boss's style of management; deal with dictatorial, indecisive or otherwise difficult bosses; promote yourself; ask for raises; and know when it's time to leave a position. With key learning points, real-life examples and proved strategies

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for effective communication, Managing Up helps you navigate the world of office politics while staying true to yourself. The key to success is managing effectively both up and down the line of organization. In the Managing Down side of this book, you will

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Learn how to manage your relationships and responsibilities as a boss, including how to stay sane during conflicts, evaluate performance, and make the hiring and firing process easier and more mutually beneficial. With key learning points, real-life examples and

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Proven strategies for effective communication, Managing Down helps you clearly define your new role and cultivate an environment of engaged, motivated employees.

The overwhelming majority of a software system ' s lifespan is

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spent in use, not in

design or

implementation. So,

why does

conventional wisdom

insist that software

engineers focus

primarily on the

design and

development of large-

scale computing

systems? In this

collection of essays

and articles, key

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members of

Google ' s Site
Management
Reliability Team

Time Tested
Tips Tactics
And Tools For
The New Or
company to

successfully build,
Product
Manager
deploy, monitor, and
maintain some of the
largest software
systems in the world.

You ' ll learn the

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principles and practices that enable Google engineers to make systems more scalable, reliable, and efficient—lessons directly applicable to your organization.

This book is divided into four sections: Introduction—Learn what site reliability engineering is and why it differs from

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conventional IT
industry practices
Principles—Examine
the patterns,
behaviors, and areas
of concern that
influence the work of
a site reliability
engineer (SRE) Practic
es—Understand the
theory and practice
of an SRE ' s day-to-
day work: building
and operating large

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distributed

computing systems

Management—Explo

re Google's best

practices for training,

communication, and

meetings that your

organization can use

Improved

Product

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