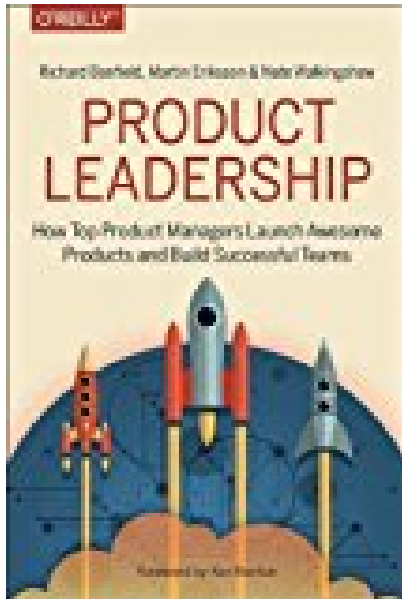


Product Leadership How Top Product Managers Launch Awesome Products and Build Successful Teams



BOOK DETAILS

- Author : Richard Banfield
- Pages : 234 Pages
- Publisher : O'Reilly Media
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BOOK SYNOPSIS

In today's fast moving world, good product management is quickly becoming critical to maintaining a sustainable competitive advantage. Yet it's rare to find a product leader who can steward a digital product from concept to launch without a couple of major hiccups. Why do some product managers succeed while other don't? By drawing on their years of experience in the digital product design and development space, authors Richard Banfield and Martin Eriksson attempt to capture the approaches, styles, insights, and techniques of successful product managers in this handy guidebook. Successfully navigating complex product roadmaps is no easy task. If you want to understand what drives good product leaders, this book is a valuable resource.

PRODUCT LEADERSHIP HOW TOP PRODUCT MANAGERS LAUNCH

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