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The Product Book: How To Become A Great Product Manager



Synopsis

"No one asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed! Product School offers product management classes taught by real-world product managers, working at renowned tech companies like Google, Facebook, Snapchat, Airbnb, LinkedIn, PayPal, Netflix and more. The classes are designed to fit into your work schedule, and the campuses are conveniently located in Silicon Valley, San Francisco, Los Angeles and New York.

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Customer Reviews

Is a good book for those who know nothing about product management, I just did not like that the book just focus on softwares, apps, and hardware link to technology, It would be great to have a retail product manager book, maybe in a near future we can get this from the authors, I would love to hear their perspective on this sector of product management.

All this book does is that it tries to lure to sign up for their courses on product school. They are just promoting their school without getting into the specifics of how to become a good product manager. It seems that they have just copy-pasted ideas from other books on product design, marketing etc. It is too much fluffy. The entire book could be written in 5 pages. For instance, they talk about creating hypothesis for opportunity at a company, and then validating the hypothesis. Instead of this, it would have been better if the authors would have focused on resources to transition from non-PM to PM. I am a PM at a tech firm, and hated this book. I don't write reviews unless the book is really bad.

A good read for refreshing the product management practices. However, book doesn't cover B2B product management in detail and mostly talks about consumer products.

This book is a very good fieldbook, especially for newbie product managers into the modern product management. The book takes the reader through its logical progression, and builds upon ideas to help the reader understand what are the key activities at each step of the journey. I would highly recommend for anyone looking to make a career as a product manager, and in general anyone involved in product development in any role.

I want to like this book. However, it reads like a high school paper trying to make a word count requirement. Every chapter is bloated. Almost all of the ideas are copied from better sources. Could easily be 80% shorter. Not sure I learned anything.

I have attended Product School, I have recommended the school to many people in my network and witnessed many transformation stories including myself. This book covers all the great content that was taught to many of us. I would strongly recommend this book and must read if you want to become a Product Manager or evaluating Product Management as a career path or simply would like to advance in your career!

An amazing book, a must have for any product manager regardless of their level of experience!

Wish I would have read it sooner.

Excellent book! Good read for aspiring product managers and product leaders. Most product management books are too theoretical or out of touch with industry practice, yet this book is the exact opposite. Highly recommend!

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