

Public note

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There was no grandeur to product management in those days. The glory was in engineering, and moving out of engineering was viewed as a career-limiting decision. There was engineering and “business,” which is what we called everyone who wasn’t an engineer in those days.

Times have certainly changed. Product management is now an aspiration for thousands of people just starting their careers. Everyone, it seems, wants to be a PM. And that’s terrific. But with popularity comes noise, and with the noise comes terrible advice, and with the lousy advice come the promises of easy shortcuts and snake oil.

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