Expert Product Management Toolkit Bundle: Advanced Techniques, Tips, Strategies, Templates and Training for Product Management Product Marketing

By Brian Lawley

HAPPY ABOUT, United States, 2008. Paperback. Book Condition: New. 211 x 137 mm. Language: English . Brand New Book ***** Print on Demand *****.The Expert Product Management Toolkit Bundle includes all of the templates, knowledge, training and information that you need to make your products more successful. It includes the book Expert Product Management: Advanced techniques, tips and strategies for Product Management and Product Marketing as well as four of the 280 Group Product Management Toolkits (Product Roadmaps, Launches, Beta Programs Product Reviews). All of the examples, plans and documents discussed that are covered in the book (and much more) are included in MS Office format (Word, Excel Powerpoint) for a total of 124 templates, four narrated on-demand training presentations, samples, examples and white papers. With the book, you also will learn four of the most critical elements in ensuring product success, and take-away practical strategies, insights, tips and techniques that Brian has learned from hands-on experience defining, launching and marketing over fifty products during the last twenty years of his career. The book covers how to prioritize features and build product roadmaps, which is absolutely critical for getting your team and company on the same page and for delivering...

Reviews

This composed book is excellent. This really is for all who statte that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.
-- Cheyanne Barrows

The book is fantastic and great. I have go through and i also am certain that i will planning to read through once more once more down the road. Its been printed in an exceedingly simple way and is particularly simply after i finished reading through this publication through which really changed me, change the way i think.
-- Hank Powlowski