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Product Failure Lessons for Product Managers: Examples of Products That Have Failed for Product Managers to Learn from

By Jim Anderson

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Product failures are never something that a product manager wants to talk about. We all live with the secret dread that someday the product that we are responsible might turn out to be a failure. When that happens, we all expect that we ll be asked to leave the company. What You ll Find Inside: HOW DELL PRODUCT MANAGERS STOLE CHRISTMAS NEW COKE: A PRODUCT MANAGER CAMPFIRE STORY PEPSI FUMBLES A GATORADE MAKEOVER: LESSONS FOR PRODUCT MANAGERS FIRE SALE - WHAT HAPPENED TO CISCO S FLIP CAMERA? It turns out that we re all missing an important learning opportunity here. Products do fail and they end up failing for a wide range of different reasons. Every product failure is loaded with fantastic learning opportunities for product managers. We just need to take the time an open our eyes to see what we can learn from each failure. Some of the biggest companies out there have suffered very public product failures. Talented product managers at companies like Coke, Dell, Pepsi, Cisco, and Microsoft have all done their best to...



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