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## **Project to Product | Mik Kersten**

-A product manager must bring four critical contributions to their team (Chapter 10): Deep knowledge 1) of your customer 2) of the data 3) of your business and its stakeholders 4) of

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your market and industry-Product managers (PMs) need product designers - not just to help make your product beautiful - but to discover the right product (Chapter 11).

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The Product Book: How to Become a Great Product Manager - Kindle edition by Product School, Carlos González de Villaumbrosia, Josh Anon. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading The Product Book: How to Become a Great Product Manager.

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10 Must-Read Books for Product Managers. Most of these books will stay relatively close to the fields of business and innovation. But we also think you should step out of the narrow product management box from time to time and focus on tangential disciplines — presentation, research, productivity, etc. — because insights from these areas will make you a stronger product manager.

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The product will show in the October EOB that it is discontinued even though the date of discontinuance is the day that the Orange Book Staff receives notification (November 7)).

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Mik's book Project to Product is the perfect antidote for those businesses struggling with digital

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transformation, broken Agile implementations, and the onslaught of enterprise disruption. —Fin Goulding, International CIO at Aviva and co-author of Flow and 12 Steps to Flow.

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### **The Product Book: How to Become a Great Product Manager 1 ...**

The Product Book: How to Become a Great Product Manager [Product School, Carlos Gonzalez de Villaumbrosia, Josh Anon] on Amazon.com. \*FREE\* shipping on qualifying offers. Nobody 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.

### **The Product Book How To**

A good high-level map for a rookie product manager, especially in the context of B2C products. The book is an easy read (though I wish there were more industry examples, especially from the public domain) and builds the overall “process” flow very well, and is quite current in its ideas and approach.

### **Project to Product: How to Survive and Thrive in the Age ...**

Mik's book Project to Product is the perfect antidote for those businesses struggling with digital transformation, broken Agile implementations, and the onslaught of enterprise disruption. In fact, it's a really important component in the world of flow which is at the forefront of business agility.

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### **The Product Book: How to Become a Great Product Manager by ...**

The Product Book: How to Become a Great Product Manager "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

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a great user experience and looks good.

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## **The Product Book: How to Become a Great Product Manager ...**

The Product Book: How to Become a Great Product Manager. 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! A good high-level map for a rookie product manager, especially in the context of B2C products.

## **Project to Product | by Dr. Mik Kersten**

The 7 books every Product Manager needs to learn by heart. Sometimes authors put the hardest of concepts in the simplest of words. Through examples, real-life situations, take-outs, and tips/hack, you can growth hack all of your practices. Or worst case scenario, you'll start seeing the world of product management from a slightly different angle.

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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.

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### **The Essential Guide to Product Price Books in Salesforce**

We value flexibility, and we pay for it. In contrast, most product development organizations exclusively reward specialization.” ? Donald G. Reinertsen, The Principles of Product Development Flow: Second Generation Lean Product Development

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