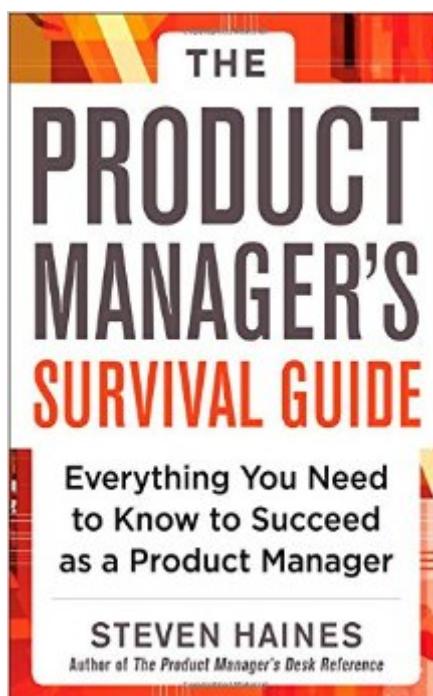


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# The Product Manager's Survival Guide: Everything You Need To Know To Succeed As A Product Manager



## Synopsis

FORGE A POWERFUL STRATEGY TO BECOME A PRODUCT MANAGER WHO DELIVERS RESULTS The world of business is moving at breakneck speed. More is being demanded of everyone--with fewer resources than ever. In no profession is this more apparent than Product Management. Written by one of today's leading Product Management thought-leaders, Steven Haines, The Product Manager's Survival Guide provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management. Whatever your level of experience--whether you're a novice product manager or seasoned Product Management leader--you'll find everything you need to make consistent positive impacts on your business. With this practical guide in your hands, you have the most powerful tool available for increasing your productivity quickly and dramatically--in a way that is noticeable and measurable. The Product Manager's Survival Guide is conveniently organized into four sections: I. Getting Your Bearings: Map out your plan to begin the journey to success II. Learning the Product's Business: Go beyond features and functions to become the product expert, customer advocate, and domain expert III. Getting Work Done: Synchronize and orchestrate the work of others to help everyone maintain focus on company goals IV. Moving Forward: Round out your experience to take the next critical steps in your Product Management career The only way to excel as a product manager is to develop a strategy for the long run. Start formulating one now and you will be well ahead of your competition--internally and externally. The Product Manager's Survival Guide gives you the tools and insight you need to start putting the pieces in place now--so you can succeed well into the future.

## Book Information

Hardcover: 224 pages

Publisher: McGraw-Hill Education; 1 edition (June 12, 2013)

Language: English

ISBN-10: 007180546X

ISBN-13: 978-0071805469

Product Dimensions: 6.2 x 0.8 x 9.3 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (38 customer reviews)

Best Sellers Rank: #94,590 in Books (See Top 100 in Books) #27 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #91 in Books > Business & Money >

## Customer Reviews

I just started a PM intern position, but I've been reading this book for the last few weeks. I've read a few other PM books, and there's a few things that make this book perfect for someone like me.<sup>1</sup> Haines gives a very broad overview of what you, as a PM, should be working towards: an understanding of the product, the customer, the business, and the industry.<sup>2</sup> He breaks down these objectives into just enough detail for you to get started. For instance, he recommends creating an organizational chart of those you may need to work with and meeting with them 1 on 1 to start and build a relationship. I was happy to notice this was one of the first tasks given to me when I started working.<sup>3</sup> It's makes a great reference at my desk. I use it often to quickly look up certain topics and how I should approach it. The text seems to be slightly slanted a couple degrees on each page, perhaps a printing malfunction? And there are a few typos... But, I can't find much else that I disliked about it, and for a PM newbie, it's a great book to get started, highly recommended.

This book gave me a detailed high level look into what product management is and what kind of roles and responsibilities a product manager would have. This reference also provided practical advice and worksheet-like templates as a guide for the new PM.

This is a great book. I totally agree with the premise this is a great book. I totally agree with the premise that a lot of people just fall into this profession. I had really good ideas that I have already begun using.

Great book for the person who is new to Product Management. I have been working on changing my career to move in this direction and with the assistance of my manager, I began learning more and using the skills in my daily projects and activities. I was more professional and understood the concepts so I could communicate professionally as part of a product management team although not specifically in that role. This book is fantastic! A great resource and I believe even seasoned account managers can learn from this book.

Steven Haines had a tough task of trying to outline a product managers role and keep things general. There were some good general take aways, but a lot of it seemed to be common sense. I

would recommend you look for a product management specific to your product's industry (software, manufacturing, etc.). Overall worth reading if you have the time, but if you have a little experience in product management this book won't provide a lot of takeways to put into action.

Really to the point for a new or aspiring Product Manager or those supporting one closely. It goes from the strategy to take this role, the mindset you need to have and suggested action points to be able to make your job yield great results. Also, easily written, with just enough of business lingo.

I just finished reading "The Product Manager's Survival Guide" and I must say that it is a great read for anyone who wants to take their profession as a Product Manager seriously. The way Steven Haines writes is so fluid and easy to read, it feels like he is in the room with you explaining everything step by step.

I started as a product manager a few months ago and wish I had this book from the beginning. The Kindle edition has been really useful for distilling down all the information in the Desk Reference into what I \*really\* need to know to get going.

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