



The Phenomenal Product Manager: The Product Manager's Guide to Success, Job Satisfaction and Career Acceleration

Brian Lawley

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Product management is one of the most dynamic and exciting careers around. Yet many product managers find themselves frustrated because of the unique challenges it presents. There are many books on the mechanics and core principles of product management, such as how to gather and write requirements, build roadmaps and perform other tasks. But there is no book that tells you the rest of the story -- the strategies, tactics and techniques that will turn you into a great product manager.

'The Phenomenal Product Manager' goes beyond the basics and teaches you how to work more effectively with your teams, how to influence when you have no formal authority, how to get the most important work done in less time and how to manage and accelerate your career. Based on the author's twenty years of product management experience as well as perspectives from the world's leading product management experts, 'The Phenomenal Product Manager' is a must-read for every product manager who wants to be more successful and enjoy their job more. 100 WORD DESCRIPTION: Product management is one of the most dynamic and exciting careers around. Yet many product managers find themselves frustrated because of the unique challenges it presents. There are many books on the mechanics and core principles of product management, such as how to gather and write requirements, build roadmaps and perform other tasks. But there is no book that tells you the rest of the story -- the strategies, tactics and techniques that will turn you into a great product manager.

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