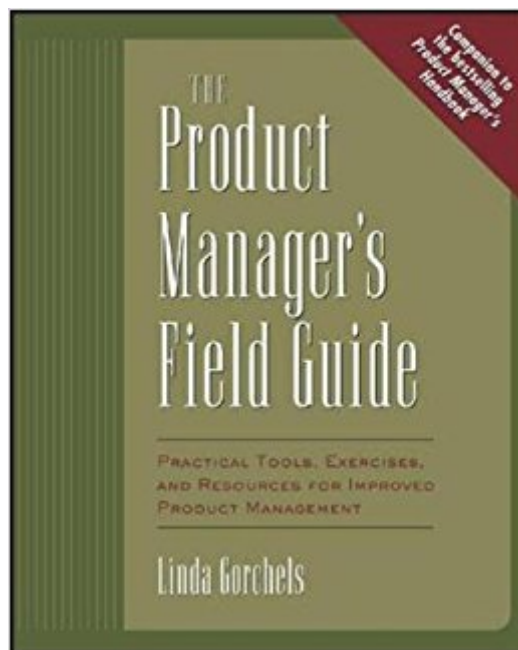




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# The Product Manager's Field Guide : Practical Tools, Exercises, And Resources For Improved Product Management



## Synopsis

The ideal companion to the author's bestselling *The Product Manager's Handbook*, *The Product Manager's Field Guide* expands upon the overview and the responsibilities of product managers and delves into specific skills, abilities, and competencies to help them improve their performance. It provides readers with tools and exercises for functions such as marketing, planning, forecasting, and new product development and offers step-by-step instructions for activities designed to monitor and assess product-planning efforts.

## Book Information

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## Customer Reviews

The first all-in-one guide to the techniques and tools of today's top product managers Linda Gorchels's bestselling *The Product Manager's Handbook* introduced thousands of professionals to the expanding roles and responsibilities of a product manager in today's demanding marketplace. Now, in *The Product Manager's Field Guide*, Gorchels explores the specific skills, abilities, and competencies that separate the outstanding product manager from the average and provides you with a detailed action plan for becoming a product manager capable of creating consistent customer delight and long-term competitive advantage. *The Product Manager's Field Guide* tells you everything you need to know to create a clear vision and strategy for any product or service and then drive that vision throughout all levels of your organization and the marketplace. Look to it for: Wide-ranging exercises and self-assessments for developing and rating your skills and competencies Tools and action steps for using your skills to enhance customer satisfaction and

competitive position The five competencies of a top-performing product manager--and ways to practice and incorporate them into your daily routine Today's best product managers must have the skills, vision, and flexibility of a start-up entrepreneur--even when they work for a Fortune 100 company! The Product Manager's Field Guide is a step-by-step action guide for learning and developing those skills and building a product management career that is productive, profitable, and professionally rewarding.

Linda Gorchels has extensive experience as a product and marketing manager and is currently managing director of executive marketing seminars in the executive education department of the school of business, University of Wisconsin-Madison. She is the author of the bestselling The Product Manager's Handbook.

I give this book 4 out of 5 stars. Four stars for being a fast read and a useful reference even 3 years after I purchased it. One star removed out of 5 because it fails to address some issues that I found to be important working within a large company and for not including support for smaller sized company product management. But read on to see what I am doing with this book now that I too work for a small startup company...I purchased this book along with another book titled "Product Management" by Donald R. Lehmann and Russell S. Winer:Â Product Management 4th Edition (Mcgraw Hill Series in Marketing)The field guide is more like an overview of all aspects of project management mixed with some forms to be used in various aspects of managing your product mix, and as such it is a fast read and a useful reference during the life of a product. I did not buy or read the "Project Manager's Handbook" of which this book is associated:Â The Product Managers Handbook, 3EThe book targets product issues found within large companies where many people are involved internal to the company. You may not have thought of this book as a useful reference for a small or startup company for this reason. But now that I am a co-founder of a small company I continue to refer back to this field guide to find solutions to difficult problems in managing my current service offering back into these same large companies. In particular I am using the "Launch Implementation Checklist" and "Post-Launch Tracking: Early Course Correction." I use these worksheets with respect to improving my own service offering and as a way to create value back into larger companies who want more impact with their products using my service. Best regards, Ron Fredericks[...]

How can you require a review ! It is super annoying to write a review like this only for continuing

the reading....

Good book for what I needed at work. I use it for reference. Very helpful for what I do. Amen

This is a very good book if you are new to product management or are making a career switch from a non-managerial career to product management. If you have managed one or two product life cycles in the past, you are less likely to benefit from it. A significant portion of this book is devoted to general management, but in the product management context. Nonetheless, the book is very well organized and systematic. It develops concepts in detail and offers a wealth of information, that you would otherwise have to pay a lot more to collect from other sources. I would highly recommend it to all beginners in this discipline. Experienced individuals may use it as an occasional reference.

This and the handbook are very similar, you need only one. This is a difficult topic to cover when you are not sure of the depth of background of the reader. Does the reader have knowledge of marketing or not. To this point it appears in many places the book assumes you do not, so any general marketing text could be a better source.

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