Software Product Management Essentials

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In an economy where efficiency and delivery are key, Software Product Management Essentials is required reading for any software product manager. Software Product Management Essentials is a hands-on guide to help new product managers sift through the numerous tasks and responsibilities involved in this pinnacle job. The book is loaded with tips and example best practices to help even experienced product managers optimize their time and effectiveness. The book focuses on the unique challenges of being a Product Manager in a small to mid-sized software company. It provides a framework for the role of the Product Manager in an environment where there are few resources available to help in tackling the many things needed for a quality, on-time delivery of software. Whether you are already a Product Manager or considering a new career in product management, Software Product Management Essentials details a day-in-the-life experience of a PM with both the glory and challenges one faces in this role. Engineers, marketing personnel, quality assurance teams, technical writers, and anyone involved in the product delivery process will find this book extremely useful right away in optimizing the day-to-day interactions across a smaller software organization.

Emphasizing that code is only part of the overall software product, Software Product Management Essentials stresses the importance of championing a product. Critical topics covered in the book include the product delivery process, beta testing, launching a software product, and software pricing. An entire chapter is dedicated to the issues of expanding the business internationally and the issues a Product Manager must consider before and during expansion. Numerous templates are provided to fast track the Product Manager's work including a sample non-disclosure agreement, product delivery checklist, and beta test agreement and summary.

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