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hard-won incremental gains.
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focuses on the

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skills—

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organization,

research,

execution—that

can build a

successful product

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management is about building products that people love. The real-world practice of product management is often about difficult conversations, practical compromises, and hard-won incremental gains.

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managers

orchestrate

decisions across

multiple teams,

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creating products and experiences that customers love. Learn the critical techniques of product strategy, customer development, and product lifecycle management.

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Product management has become a critical connective role for modern organizations, from small technology startups to global corporate enterprises. And yet the day-to-day work of product management

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remains largely misunderstood. In theory, product management is about building products that people love. The real-world practice of product management is often about difficult conversations, practical compromises, and

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incremental gains.

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To be a product manager is to market your own product to the right audience. But to be an excellent product manager is to follow product manager best

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practices and that includes knowing the ins-and-outs of the market, your competition, and the different aspects from within your own company as well.

5 Product
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Your Checklist:

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Accept that being a product manager means that you are going to have to do lots of different things. Don't become upset... Find ways to align, motivate, and inspire your team that do not require formal organizational authority. Be

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proactive about
seeking out ways
that you can help

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Here is the most
concise response
we've come up
with for the "What

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is product management?"

question: Product management is the practice of strategically driving the development, market launch, and continual support and improvement of a company's products. Of course, that is an abstract

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role.

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honest, humble,

and insightful look

at the realities of

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life as a PM. Rich with real-world stories of success, failure, and common misconceptions that face every product manager, Matt reminds us that, above all, building great products is about building great relationships.

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with people on the
lower end to really
understand the
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practice of product management is often about difficult conversations, practical compromises, and hard-won incremental gains. In this book, author Matt LeMay focuses on the CORE connective skills-- communication,

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organization,
research,
execution--that can
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practice across
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management is the glue of modern organizations—the role that connects user needs with business goals, technical viability with user experience, and vision with execution. The

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connective nature of product management means that the role will look very different depending on the people, perspectives, and roles that you are connecting.

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Matt LeMay focuses on the CORE connective skills—communication, organization, research, execution—that can build a successful product management practice across industries, organizations, teams, and

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