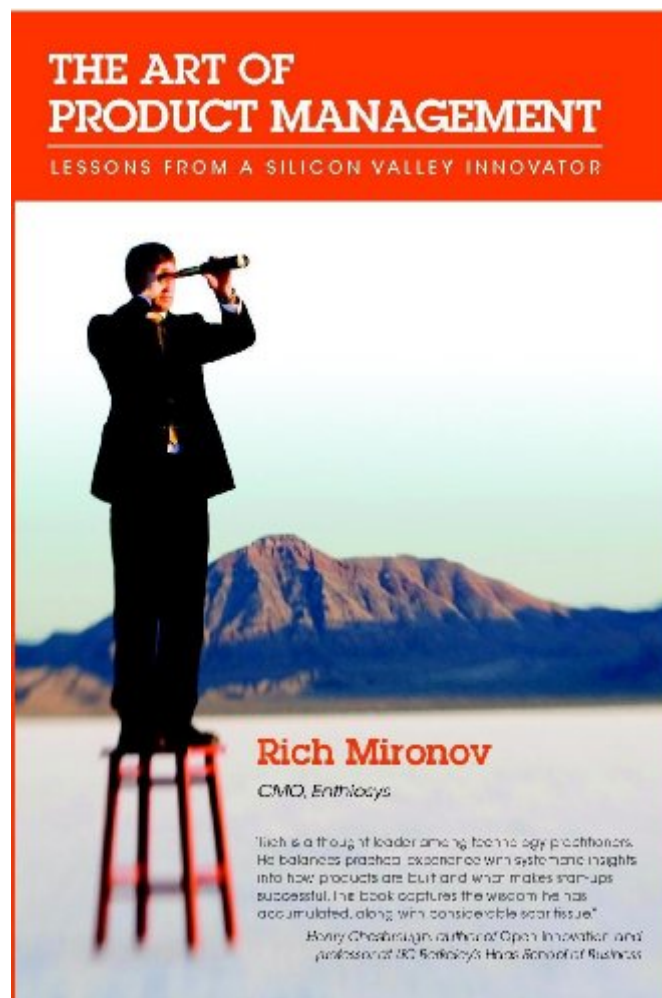




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# The Art Of Product Management: Lessons From A Silicon Valley Innovator



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## Synopsis

The Art of Product Management takes us inside the head of a product management thought leader. With color and humor, Rich Mironov gives us a taste of Silicon Valley's tireless pursuit of great technology and its creation of new products. He provides strategic advice to product managers and tech professionals about start-ups, big organizations, how to think like a customer, and what things should cost. He also reminds us to love our products and our teams. The Art of Product Management brings together the best insights from more than seven years of Product Bytes, Rich Mironov's long-running series on product strategy, technology companies, and how the two interact. This collection is for everyone who builds or markets the next new thing. This is more a "how to think about products" book than a set of templates. Product managers (and others who are deeply committed to great products) will recognize themselves and their daily process struggles. How do we think about customers and solutions? Why do organizations behave the way they do? This book captures the inner life of product champions.

## Book Information

File Size: 1766 KB

Print Length: 230 pages

Simultaneous Device Usage: Unlimited

Publisher: Enthiosys Press (November 21, 2008)

Publication Date: November 21, 2008

Sold by: Digital Services LLC

Language: English

ASIN: B00347AIDA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #211,056 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #79

in Books > Business & Money > Marketing & Sales > Marketing > Product Management #105

in Kindle Store > Kindle eBooks > Business & Money > Technology > Innovation #111 in Kindle Store > Kindle eBooks > Business & Money > Industries > Information Management

## Customer Reviews

In *The Art of Product Management: Lessons from a Silicon Valley Innovator*, Rich Mironov gives a series of quick articles designed for the busy product executive. Each short article tackles a single idea. One of my favorites is Mironov's analogy of product manager as parent of the product. He also explores where the product management role should report in the organization, roadmapping as a strategic planning tool, and techniques for understanding what customers really need in a product. Of particular note are the sections of pricing and packaging. As another reviewer notes, some of the specific technologies and examples mentioned are now obsolete but the concepts remain true over time. Mironov's breezy writing style is fresh and entertaining. The book reads more like a series of conversations than a college thesis, and offers practical advice that you can use right away. For a process perspective, see *Turn Ideas into Products: A Playbook for Defining and Delivering Technology Products*.

The book is actually a collection of blog posts. This gives an appropriate impression - a number of loosely collected essays, not a real book in sense that Charles Petzold defines the real book: "the type that have traditionally been read sequentially in stretches of an hour or multiple hours without frequent interruptions" [...]. This kind of book implies that "the author has spent a lot of time arranging the material in the book into a coherent progression and logic", which is not exactly the case here. Some blog posts, included into the book, are pretty outdated, like articles from 2002 (in the SaaS part) - this is usually the case with books, compiled out of blogs. Problem is that blog is inherently a diary-like thing, so some posts are older than the others. And publishers require certain amount of pages ... Some important items (like project management or requirements management systems) are missing in the relevant sections. This is another problem with books, derived from blogs: blog posts are usually written 'under influence' of the moment, so we tend to talk about things that are important to us today, not about all important things. When you forget that this collection of essays takes the 'form' of the book, everything else is actually pretty fine. Essays are organized by topic and are pretty much independent of each other. Interesting moments (extremely subjective):

- pretty good generic discussion of the place of product manager in the organization and "owning the gaps"
- nice argument about the balancing position of the product manager between engineering and sales
- good explanation of the differences between various roadmaps for various audiences
- book emphasizes the importance of what I call "necessary amount of bureaucracy" or what the author calls "defensive processes"

**BOTTOM LINE:** A fair collection of essays. Probably nothing new for a veteran product manager. Maybe used, but not really, for a complete rookie, simply because of

the fact that it's not a book, hence lack of coherence and flow. Definitely useful reading for a mid-start product manager.[...]

Good one for some one starting in Product Management

Interesting to read, good examples, but don't expect this to be a textbook - rather an assorted collection of PM wisdom. Useful in its own right.

'The Art of Product Management: Lessons from a Silicon Valley Innovator' is an impressive collection of stories, vignettes, and personal experiences about the job, vision, and ultimate goals of being a Product Manager. The author has a number of pieces written over the course of over a decade, and loosely assembled them into a topic-oriented structure. While this may seem haphazard and not helpful in terms of instruction, I found that the format, and most importantly the content, of this book was incredibly helpful and instructive as to the lifestyle and mental makeup it requires to be a Product Manager. The title of this book is prophetic, as the author does not deal with step by step processes so much as describing various situations that arise, and the mindset that is required to properly, and productively deal with them. This is far more Art than Science, though by the end of the book, you will feel you know more about being a Product Manager than any textbook or formulaic plan could ever give you. I recommend this book to anyone interested in Product Management, both novice and expert, without hesitation. Colm Shalvey

Definitely a must read for the aspiring PM. This book manages to strike the proper balance between real-world experience and common-sense theory. A MUST-READ!

This is a nice book if you're new to product management but if you've been there for a while many chapters will look kind of obvious to you. Still it is an interesting read and many can learn from it. I read this book after being a product manager for around 2 years and felt I should have gotten a different book instead but still, it didn't feel like a complete waste of money.

Product management has become a key differentiator in today's competitive landscape, especially in terms of speed to market and product adoption rates. Mironov describes the essential elements to handling this process effectively and responsibly. His stories and lessons from startup to tech titans bring a human element to this book. If you're looking for a high ROI and quick payback on your time,

get this book. In fact, get "The Art of Product Management," for your team and begin delivering better products based on tested principals today. Highly recommended!

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