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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.

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The Phenomenal Product Manager book goes beyond the basics and teaches: How to work more effectively with teams How to influence with no formal authority How to get the most important work done in less time How to accelerate your career

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

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The Phenomenal Product Manager: The Product Manager's Guide to Success, Job Satisfaction and Career Acceleration eBook: Brian Lawley: Amazon.co.uk: Kindle Store

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The Phenomenal Product Manager: What is a Phenomenal Product Manager? Phenomenal vs. Meh. You've probably come across a few Product Managers who seem to stand out from the crowd - the ones... Wrap Up. Don't let this set of qualities overwhelm you - continuing learning what to develop and focus on. ...

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What Is A Phenomenal Product Manager?

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The Phenomenal Product Manager helps you overcome these challenges. 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.

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The Phenomenal Product Manager 7 Appendix A The Product Management Manifesto I am a Product Management professional. I am dedicated to bringing great products to market. Products that delight my customers. Products that are massively profitable for my company. Products that help change the way people work and live.

"The Phenomenal Product Manager" Book Excerpt

The Phenomenal Product Manager tells you the rest of the story—the strategies, tactics and techniques that will turn you into a great Product Manager. Based on the author's 25 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 ...

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I took delivery of The Phenomenal Product Manager, by Brian Lawley, on the strength of his excellent viral marketing and his previous work (which I have reviewed previously on a different review site). I wasn't to be disappointed. What can I say - I really, really like this book - I would go as far as to call it an inspirational book.

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Good management can be the difference between success and failure. "The Phenomenal Product Manager: The Product Manager's Guide to Success, Job Satisfaction and Career Acceleration" is a guide to becoming a product manager and what is called for from a product manager, and their impact on the product itself.

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