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They also work closely with other key leaders in engineering, sales, support, and marketing to ensure that their company is building the right product to support the

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business goals. Vice President of Product Management. The Vice President of Product Management (VP of Product) is usually found in larger, more established organizations.

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management for a startup world ...
While product managers may not build the actual product, they do produce something very tangible for a team: decisions. Being a Good Decision Maker Intuitively, being right a lot matters. At the same time, and in contrast, there are

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often factors outside of our control
that determine outcomes.

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Chapter 2 Uncovering Needs "If I
had asked people what they
wanted, they would have said faster

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horses.” Far too often, we hear
those words (supposedly spoken
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introduced in an organization once
there is such a high level of internal

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enthusiasm and chaos that the
leaders aren't sure how to handle it
any more. And then everyone looks
to the product manager to "manage
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@bentossell Hey Ben, thanks for
asking! When I lived in Cape Town I
worked at a UX consultancy (Flow
Interactive) that also did training.

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for the right people with just the
right amount of process involved.
The book isn't concerned with
abstract models and theoretical
concepts.

Product Management Definition and
Examples | Aha!

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Product strategy is set by top management; quality management is an independent activity b. Quality management is important to the low-cost product strategy, but not to the response or differentiation strategies ... "Making it right the first time" is a. an unrealistic

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definition of quality

ISDS Chapter 6 Flashcards | Quizlet
By featuring lessons learned from
real-life projects, the book provides
a structured framework for strategic
product management—to help build
the right products, at the right time,

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for the right people, with just the right amount of process involved.

The book isn't concerned with abstract models and theoretical concepts.

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