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over delivery from your team get your sales team working with you instead of against you bring a user and buyer centric approach to planning and decision making anticipate opportunities and stay ahead of the game publish a comprehensive roadmap without over committing please note this is a companion version not the original book sample book insights 1 a good roadmap is not so much a project plan as a strategic communication tool it should state the company s direction and intent and be flexible enough for teams to adapt to the lean and agile methods they have adopted 2 the term customer refers to the recipient of the value your product provides it can refer to the buyer and the user of your product but it is often used to describe the consumer of your product 3 the mismatch between traditional roadmaps and the reality of most product development efforts has gotten bad enough that many product teams have abandoned the practice altogether or restricted access to the roadmap to a few trusted team members 4 the traditional roadmap is so focused on deliverables that it often leaves out the critical context of why the organization is focused on these specific things in the first place google ventures 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 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2019 on the occasion of its tenth anniversary the conference theme this year was the first decade and beyond and focused on the development during the past decade addressing the future of software intensive business as well as studies on new and emerging ideas the 18 full papers and 10 short papers presented together with 3 invited talks 6 emerging research papers and a tutorial were carefully reviewed and selected from 52 submissions they are organized in the following topical sections software ecosystems management of software products continual improvement and product development impacts of digitalization software business education software startups and digital business product management has become a critical function for modern organizations from small startups to corporate enterprises and yet the day to day work of product management remains largely misunderstood in theory product managers are high flying visionaries who build products that people love in practice they re hard working facilitators who bring clarity and focus to their teams in this thoroughly revised and expanded edition matt lemay provides real world guidance for current and aspiring product managers updated for the era of remote and hybrid work this book provides actionable answers to product management s most persistent and confounding questions starting with what exactly am i supposed to do all day with this book you ll learn what the day to day work of product management entails and how to excel at it why no job title or description will resolve the ambiguity of your role how to bridge the false dichotomy between strategy and execution why the temptation to focus on decks and documentation can be bad for your team and for you how to prioritize your time and pick your battles to stay competitive in today s market organizations need to adopt a culture of customer centric practices that focus on outcomes rather than outputs companies that live and die by outputs often fall into the build trap cranking out features to meet their schedule rather than the customer s needs in this book melissa perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals by understanding how to communicate and collaborate within a company structure you can create a product culture that benefits both the business and the customer you ll learn product management principles that can be applied to any organization big or small in five parts this book explores why organizations ship features rather than cultivate the value those features represent how to set up a product organization that scales how product strategy connects a company s vision and economic outcomes back to the product activities how to identify and pursue the right opportunities for producing value through an iterative product framework how to build a culture focused on successful outcomes over outputs unlock scrum success for beginners and experts alike with the scrum anti patterns guide your key to understanding and elevating scrum practices scrum is simple to understand but difficult to master as a framework scrum is particularly challenging as there is no formal education tailored to these roles and no comprehensive set of practices readily available to those interested in applying it the scrum guide 2020 describes its underlying principles only in the broadest strokes from applying scrum to complex adaptive problems to embracing self management but the scrum guide is not at all prescriptive about how scrum teams work the scrum anti patterns guide compiles the most common challenges that every scrum team faces and how to remedy them stefan wolpers uses the scrum guide as a template to structure the content thus supporting the junior practitioner s scrum discovery journey categorized by roles events artifacts and commitments while allowing the more experienced reader to use the book to reference individual problems or situations addresses scrum anti patterns for both novices and experienced practitioners offers actionable insights into why scrum implementations fall short and how to improve covers real time course corrections and improvements in scrum practice maximize scrum success with this quick reference to the most common scrum anti patterns and how to resolve them stefan wolpers has a remarkable ability to highlight underlying traps and issues for stakeholders teams and process wolpers documents sources of waste and frustration an amazing compendium of typical ways progress becomes blocked depressing he doesn t leave us there though he also recommends insightful remedies uplifting diana larsen speaker advisor author and co developer of the agile fluency model register your book for convenient access to downloads updates and or corrections as they become available see inside book for details gafa

explains recommended and required certifications or prerequisites for the job experience skills and personality traits summarizes the personal traits and skills and professional experience needed to get started and succeed employer prospects gives an overview of typical places of employment and the best ways to land a job advancement prospects presents an expected career path and how to travel it outlook summarizes the job s potential growth or decline in terms of the general economy and industry projections unions and associations lists essential and helpful professional groups tips for entry additional tips for preparing for a career and getting a foot in the door for more information lists organizations that provide career information networking and professional development sidebars short features showcasing stats trivia and insight about a profession or industry careers in focus pharmaceuticals and biotechnology third edition covers 28 jobs including biochemical engineers biochemists bioinformatics specialists biologists biomedical engineers biomedical equipment technicians biotechnology patent lawyers biotechnology production workers biotechnology research assistants chemical engineers chemical technicians chemists clinical research coordinators drug developers genetic engineers genetic scientists laboratory technicians and technologists laboratory testing technicians pharmaceutical industry workers pharmacists pharmacologists pharmacy technicians senior care pharmacists toxicologists iteration rules product development but it isn t enough to produce dramatic results this book champions radical product thinking a systematic methodology for building visionary game changing products in the last decade we ve learned to harness the power of iteration to innovate faster we ve invested in a fast car but our ability to set a clear destination and navigate to it hasn t kept up when we iterate without a clear vision or strategy our products become bloated fragmented and driven by irrelevant metrics they catch product diseases that often kill innovation radical product thinking rpt gives organizations a repeatable model for building world changing products the key being vision driven instead of iteration led r dutt guides readers through the five elements of the methodology vision strategy prioritization execution and measurement and culture to develop a clear process for translating vision into reality and turning rpt skills into muscle memory this book offers refreshing solutions to the shortcomings of our current model for product development be prepared to toss out everything you know about a good vision and learn how to measure progress to create revolutionary products the best part you don t have to be a natural born visionary to produce extraordinary results because time attention and resources are finite wise prioritization lies at the heart of any flourishing organization or meaningful life yet there s surprisingly little actionable advice on how to do it well and many seductive reasons to avoid it entirely this approachable psychologically astute and deeply practical book has the potential to change all that reading it is well worth your time oliver burkeman author of four thousand weeks time management for mortals managing priorities is your guide to prioritizing anything anytime and anywhere harry max digs into the best practices for prioritization at apple dreamworks nasa adobe google microsoft and beyond and brings them together in a single practical method that you can apply step by step who should read this book every business person who is even remotely interested in prioritization should read managing priorities whatever you need to prioritize tasks goals okrs projects this book is for you specific chapters are dedicated to what needs to happen and when for individuals teams and whole organizations takeaways learn what prioritization is gain insight into the costs of not prioritizing intentionally explore different methods of prioritization including the eisenhower matrix the analytic hierarchy process the max priorities pyramid paired comparison stack ranking and more highlighted in the appendix apply the author s degap method of prioritization with its five phases decide engage gather arrange prioritize identify understand and address your current state or lack of prioritization the context of your problem the people involved and the issues surrounding timing use a scale to differentiate items to prioritize and arrange them appropriately select an approach to prioritization that works for your specific situation

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Product Roadmaps Relunched (Audio Book) 2019

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Product Roadmaps Relunched 2017

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Product Roadmaps Relunched 2017-10-25

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Summary of C. Todd Lombardo, Bruce McCarthy, Evan Ryan & Michael Connors's Product Roadmaps Relunched

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please note this is a companion version not the original book sample book insights 1 a good roadmap is not so much a project plan as a strategic communication tool it should state the company s direction and intent and be flexible enough for teams to adapt to the lean and agile methods they have adopted 2 the term customer refers to the recipient of the value your product provides it can refer to the buyer and the user of your product but it is often used to describe the consumer of your product 3 the mismatch between traditional roadmaps and the reality of most product development efforts has gotten bad enough that many product teams have abandoned the practice altogether or restricted access to the roadmap to a few trusted team members 4 the traditional roadmap is so focused on deliverables that it often leaves out the critical context of why the organization is focused on these specific things in the first place

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Software Business 2019-11-06

this book constitutes the refereed proceedings of the 10th international conference on software business icsob 2019 held in jyväskylä finland in november 2019 on the occasion of its tenth anniversary the conference theme this year was the first decade and beyond and focused on the development during the past decade addressing the future of software intensive business as well as studies on new and emerging ideas the 18 full papers and 10 short papers presented together with 3 invited talks 6 emerging research papers and a tutorial were carefully reviewed and selected from 52 submissions they are organized in the following topical sections software ecosystems management of software products continual improvement and product development impacts of digitalization software business education software startups and digital business

Product Management in Practice 2022-05-16

product management has become a critical function for modern organizations from small startups to corporate enterprises and yet the day to day work of product management remains largely misunderstood in theory product managers are high flying visionaries who build products that people love in practice they re hard working facilitators who bring clarity and focus to their teams in this thoroughly revised and expanded edition matt lemay provides real world guidance for current and aspiring product managers updated for the era of remote and hybrid work this book provides actionable answers to product management s most persistent and confounding questions starting with what exactly am i supposed to do all day with this book you ll learn what the day to day work of product management entails and how to excel at it why no job title or description will resolve the ambiguity of your role how to bridge the false dichotomy between strategy and execution why the temptation to focus on decks and documentation can be bad for your team and for you how to prioritize your time and pick your battles

Escaping the Build Trap 2018-11-01

to stay competitive in today's market organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs companies that live and die by outputs often fall into the build trap cranking out features to meet their schedule rather than the customer's needs in this book melissa perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals by understanding how to communicate and collaborate within a company structure you can create a product culture that benefits both the business and the customer you'll learn product management principles that can be applied to any organization big or small in five parts this book explores why organizations ship features rather than cultivate the value those features represent how to set up a product organization that scales how product strategy connects a company's vision and economic outcomes back to the product activities how to identify and pursue the right opportunities for producing value through an iterative product framework how to build a culture focused on successful outcomes over outputs

The Scrum Anti-Patterns Guide 2024-02-06

unlock scrum success for beginners and experts alike with the scrum anti-patterns guide your key to understanding and elevating scrum practices scrum is simple to understand but difficult to master as a framework scrum is particularly challenging as there is no formal education tailored to these roles and no comprehensive set of practices readily available to those interested in applying it the scrum guide 2020 describes its underlying principles only in the broadest strokes from applying scrum to complex adaptive problems to embracing self-management but the scrum guide is not at all prescriptive about how scrum teams work the scrum anti-patterns guide compiles the most common challenges that every scrum team faces and how to remedy them stefan wolpers uses the scrum guide as a template to structure the content thus supporting the junior practitioner's scrum discovery journey categorized by roles events artifacts and commitments while allowing the more experienced reader to use the book to reference individual problems or situations addresses scrum anti-patterns for both novices and experienced practitioners offers actionable insights into why scrum implementations fall short and how to improve covers real-time course corrections and improvements in scrum practice maximize scrum success with this quick reference to the most common scrum anti-patterns and how to resolve them stefan wolpers has a remarkable ability to highlight underlying traps and issues for stakeholders teams and process wolpers documents sources of waste and frustration an amazing compendium of typical ways progress becomes blocked depressing he doesn't leave us there though he also recommends insightful remedies uplifting diana larsen speaker advisor author and co-developer of the agile fluency model register your book for convenient access to downloads updates and/or corrections as they become available see inside book for details

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Radical Product Thinking 2021-09-28

iteration rules product development but it isn t enough to produce dramatic results this book champions radical product thinking a systematic methodology for building visionary game changing products in the last decade we ve learned to harness the power of iteration to innovate faster we ve invested in a fast car but our ability to set a clear destination and navigate to it hasn t kept up when we iterate without a clear vision or strategy our products become bloated fragmented and driven by irrelevant metrics they catch product diseases that often kill innovation radical product thinking rpt gives organizations a repeatable model for building world changing products the key being vision driven instead of iteration led r dutt guides readers through the five elements of the methodology vision strategy prioritization execution and measurement and culture to develop a clear process for translating vision into reality and turning rpt skills into muscle memory this book offers refreshing solutions to the shortcomings of our current model for product development be prepared to toss out everything you know about a good vision and learn how to measure progress to create revolutionary products the best part you don t have to be a natural born visionary to produce extraordinary results

Managing Priorities 2024-05-14

because time attention and resources are finite wise prioritization lies at the heart of any flourishing organization or meaningful life yet there s surprisingly little actionable advice on how to do it well and many seductive reasons to avoid it entirely this approachable psychologically astute and deeply practical book has the potential to change all that reading it is well worth your time oliver burkeman author of four thousand weeks time management for mortals managing priorities is your guide to prioritizing anything anytime and anywhere harry max digs into the best practices for prioritization at apple dreamworks nasa adobe google microsoft and beyond and brings them together in a single practical method that you can apply step by step who should read this book every business person who is even remotely interested in prioritization should read managing priorities whatever you need to prioritize tasks goals okrs projects this book is for you specific chapters are dedicated to what needs to happen and when for individuals teams and whole organizations takeaways learn what prioritization is gain insight into the costs of not prioritizing intentionally explore different methods of prioritization including the eisenhower matrix the analytic hierarchy process the max priorities pyramid paired comparison stack ranking and more highlighted in the appendix apply the author s degap method of prioritization with its five phases decide engage gather arrange prioritize identify understand and address your current state or lack of prioritization the context of your problem the people involved and the issues surrounding timing use a scale to differentiate items to prioritize and arrange them appropriately select an approach to prioritization that works for your specific situation

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HIGH OUTPUT MANAGEMENT 2017-01-11

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Erstellung einer Roadmap für ein neuentwickeltes Softwareprodukt zur Digitalisierung von großflächigen Photovoltaik-Energie-Carports 2023-04-12

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