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Making it Right gives the  
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Strive for the shape of a capital "I." One can be visionary and flexible (the top bar) while also knowing details and how to deliver (the bottom bar). I would take the idea further and argue that these two orientations are useful at different times in a project.

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Explain why product management is an essential role in any organization, and what characteristics managers should look for when they hire product managers. Provide a



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framework and practical  
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elements of product planning  
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make up a product manager's  
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Provide a framework and  
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Making It Right: Product Management For A Startup World. Rian van der Merwe. Product management is one of the most exhausting, exhilarating, stressful, and rewarding careers out there. It's not for the faint of heart. It's for people who want to move mountains.

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Making It Right is a book about just that: what product management is, what it isn't, why it's important, and how to

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approach it strategically and meaningfully to get things done well. Available today. You've seen this happen a thousand times. An organization struggles with a high level of internal enthusiasm and creative chaos that team leaders don't know how to handle any more.

~~“Making It Right”: Product Management For A Startup World ...~~

A product manager has three primary areas of focus: 1) making the business successful; 2) deeply understanding the target market and the needs of the company's customers which

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translates into the best possible customer experience of the product; and 3) driving the continuous planning and execution cycles in a sustainable way to support business growth and market needs.

## ~~Making it Right~~ — Product Bookshelf

From Amazon: "Product management is one of the most exhausting, exhilarating, stressful, and rewarding careers out there. It's not for the faint of heart. It's for people who want to move mountains. It swallows some whole, but others derive endless invigoration and passion

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from the pace and the impact  
and the glory and the huge  
potential for failure as  
well as success.

~~Making It Right — Product  
management for a startup  
world ...~~

Product management is usually introduced in an organization once there is such a high level of internal 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 stuff.” – Rian van der Merwe, Making It Right: Product Management For A Startup World

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~~Explain why product~~

~~management is an essential~~

~~role in any organization,~~

~~and what characteristics~~

~~managers should look for~~

~~when they hire product~~

~~managers. Provide a~~

~~framework and practical~~

~~guidance for strategic~~

~~product management; a~~

~~framework that details the~~

~~elements of product planning~~

~~and product execution that~~

~~make up a product manager's~~

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~~Explain why product~~

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management is an essential role in any organization, and what characteristics managers should look for when they hire product managers. Provide a framework and practical guidance for strategic product management; a framework that details the elements of product planning and product execution that make up a product manager's day-to-day work.

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- Explain why product management is an essential role in any organization, and what characteristics

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managers should look for when they hire product managers. - Provide a framework and practical guidance for strategic product management; a framework that details the elements of product planning and product execution that make up a product manager's day-to-day work.

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Once you've identified your customers and their needs, and the impact(s) you're trying to have on them, only then should you focus on how to execute the right product. Once we have solved



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the first set of kinds, we do not just stop there: this process is repeated at every stage of the product. Make It Right!

~~Making It (Product) Right—  
The Product Guy~~

being a successful product manager or product owner requires more than product management know how while being able to create a valid product strategy develop an actionable product roadmap and prioritise the product backlog are undoubtedly important these skills are not enough you also have to be able to lead others and apply the right leadership styles as i explain in this

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- Explain why product management is an essential role in any organization, and what characteristics managers should look for when they hire product managers.
- Provide a framework and practical guidance for strategic product management; a framework that details the elements of product planning and product execution that make up a product manager's day-to-day work.

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