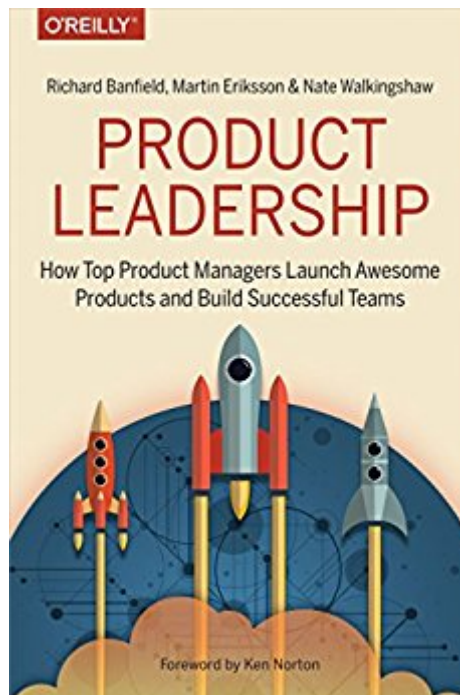


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# Product Leadership: How Top Product Managers Launch Awesome Products And Build Successful Teams



## Synopsis

In today's lightning-fast technology world, good product management is critical to maintaining a competitive advantage. Yet, managing human beings and navigating complex product roadmaps is no easy task, and it's rare to find a product leader who can steward a digital product from concept to launch without a couple of major hiccups. Why do some product leaders succeed while others don't? This insightful book presents interviews with nearly 100 leading product managers from all over the world. Authors Richard Banfield, Martin Eriksson, and Nate Walkingshaw draw on decades of experience in product design and development to capture the approaches, styles, insights, and techniques of successful product managers. If you want to understand what drives good product leaders, this book is an irreplaceable resource. In three parts, *Product Leadership* helps you explore:

- Themes and patterns of successful teams and their leaders, and ways to attain those characteristics
- Best approaches for guiding your product team through the startup, emerging, and enterprise stages of a company's evolution
- Strategies and tactics for working with customers, agencies, partners, and external stakeholders

## Book Information

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## Customer Reviews

What a great work to reference regularly for product managers at any stage of their career. I recommend this book to anyone in product or looking to explore it as a career.

### Best book about Product Management

There's a lot of quality material floating around these days about Product Management, but this is the first book I've read that specifically focuses on product \*leadership\*. If you are a CPO, VP of Product, or Director of Product, this is the book you've been waiting for. Hearing the quotes and insights from so many of my peers in companies that I admire is, for me, the best part. So many of us are facing similar struggles, and at last we can see that we're not alone! There's a vast community of product leaders out there, and the authors have done a great job distilling their experience and feedback into a highly readable book. I can't recommend this enough.

This book is packed with deep knowledge in the craft of Product Leadership. I learned more from the introduction than I learn from most other books cover to cover. A wonderful distillation of the important concepts and strategic thought involved in leading those that practice Product management

Unfortunately this book didn't offer any new insights to me. The content is focused on the absolute basics of product management and general leadership. There's a lot of repetition. Many of the quotes by product leaders aren't very valuable, as they too are focused on the very basics of product leadership. I didn't find the real world examples and anecdotes that I had hoped for. The book describes product leadership in a very abstract way. That results in abstract and shallow recommendations. The premise of this book was highly interesting, but the content is disappointing.

Whether you are a seasoned product executive or new to product management, this book is your guide to understanding how others define and what they look for in product leaders. It contains

invaluable advice straight from some of today's most successful product leaders across multiple industries. Defining product management has always been an elusive goal as it differs tremendously from company to company and industry to industry. Banfield, Eriksson and Walkingshaw have actually managed to go even further than this by defining product leadership. An excellent and quick read for those who wish to always be learning (a.k.a., product leaders).

The book is incredibly succinct and insightful -- I rarely highlight business books because they're so fluffy and a single salient point would span several pages. This book is the exact opposite. I've averaged 3-5 distinct salient points PER PAGE. Highly recommended for anyone who IS a Product Leader, or wants to better understand the role of Product Leader.

This is a great book! I found the content of the book to be both comprehensive and bite-sized at the same time. This is by means a statement that the content is simplistic, it is quite the contrary. What I mean is that this book is great for picking up and randomly flipping through as time permits (perfect for my crazy schedule). Because it is so well structured, I can either jump around and nibble at the content, or, when I have more time, read it in a more mythical way. Either way, I derive a lot of value from each interaction I have with it! This book give the ready a nice solid foundation for covering the topic of product development.

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