



The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager

By Steven Haines



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FORGE A POWERFUL STRATEGY TO BECOME A PRODUCT MANAGER WHO DELIVERS RESULTS

The world of business is moving at breakneck speed. More is being demanded of everyone--with fewer resources than ever. In no profession is this more apparent than Product Management.

Written by one of today's leading Product Management thought-leaders, Steven Haines, *The Product Manager's Survival Guide* provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management. Whatever your level of experience--whether you're a novice product manager or seasoned Product Management leader--you'll find everything you need to make consistent positive impacts on your business.

With this practical guide in your hands, you have the most powerful tool available for increasing your productivity quickly and dramatically--in a way that is noticeable and measurable.

The Product Manager's Survival Guide is conveniently organized into four sections:

- **I. Getting Your Bearings:** Map out your plan to begin the journey to success
- **II. Learning the Product's Business:** Go beyond features and functions to become the product expert, customer advocate, and domain expert
- **III. Getting Work Done:** Synchronize and orchestrate the work of others to help everyone maintain focus on company goals
- **IV. Moving Forward:** Round out your experience to take the next critical steps in your Product Management career

The only way to excel as a product manager is to develop a strategy for the long run. Start formulating one now and you will be well ahead of your competition--internally and externally. *The Product Manager's Survival Guide* gives you the tools and insight you need to start putting the pieces in place now--so you can succeed well into the future.

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Editorial Review

About the Author

Steven Haines is the founder of Sequent Learning Networks and The Product Management Executive Board. Sequent Learning Networks is a global training and advisory services firm based in New York City. Its mission is to help its clients improve the structure and function of Product Management so they can produce great products. The Product Management Executive Board is a professional association of senior executives who share a common bond in their quest for product excellence. Steven's books serve as foundational bodies of knowledge and Product Management best practices for product managers, product leaders, and executives across the corporate landscape.

Steven spent more than two decades in corporate leadership roles in industries as diverse as wholesale industrial products, intimate apparel, medical products, communications, and software & technology. Further, he spent twelve years as an adjunct professor at Rutgers University's business school.

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