



Getting your New Job Done  
User-Centered Design Stories  
The Intention Economy  
The Complete Product Management Resource

The Art of Product Management

*Being a mom means more than being a wife and parent-it also means being the household accountant, building manager, cook, gardener, housekeeper, and personal shopper-just to name a few of the roles that come with the territory! As America's "Family Manager," bestselling author Kathy Peel has shown millions of moms that running a household is like operating a business. Like any good C.E.O., every mother must know her goals, determine her strategies, and manage her human resources. Delegate-Motivate-Organize...Relax! Every smart manager knows that success depends on teamwork. Kathy shows readers how to get kids and spouses to help around the house-with lots of practical advice and encouragement to get them motivated and keep them going. Save Time, Money, and Your Sanity With hundreds of time-saving, money-saving, and stress-reducing ideas, this indispensable handbook also shows readers how to take charge of running the home-without running themselves into the ground. Unlock your product management potential and achieve breakthrough performance for your products and company! If you're looking for an effective and proven approach to product management - one that recognizes that the majority of product managers enter the field with little or no training and must learn through trial and error - this is the book for you. Take Charge Product Management guides you step-by-step along the product management path with tips, tactics, and tools to make you and your products more successful. Whether you're a new or experienced product manager, or a seasoned executive leading a team of product managers, this hands-on guide arms you with best practices to optimize your time and effectiveness and increase your value. "Take Charge Product Management is a great read to understand both the field and the role of product management. However this book goes further with valuable lessons for all product managers to master including: product lifecycle management, aligning development and product management goals, and establishing process around business outcomes. It's a truly enjoyable read." - Greg Cohen, author of Agile Excellence for Product Managers "I wish I had this book 10 years ago when I had started my career...but what is nice about this book is that I know I will continue to use it for the next 10 years of my career." - Silicon Valley Product Management Association Book Review *Take Charge Product Management is "a great, easy-to-read introduction that includes a lot of good tips and nuggets of wisdom about how to operate effectively within an organization as a product manager."* - Jeff Lash, *How To Be A Good Product Manager* "Geracie is teaching through a fundamental tool that all product managers should know, "the user persona/user story." "If only text books were written like this, learning would be easier, more relevant, and much more enjoyable." - Boston Product Management Association Book Review "Greg Geracie has compiled a thoroughly "user friendly", 232-page compendium of instructions, advice, commentary, insights, tips, tricks, tools and techniques for adding value...a complete course under one cover!" "Take Charge" "fully lives up to the promise of its title and is enthusiastically recommended reading!" - The Midwest Book Review "Greg Geracie's book *Take Charge Product Management* does an excellent job of explaining why the role of a product manager is so central to the successful integration of a company's business functions. I also found Greg's description of the Agile software development process and its impact upon product managers to be particularly insightful." - MIT Professor Steven Eppinger co-author of *Product Design and Development* "Take Charge Product Management is easy to read with a nice casual style to the writing. It's clear that Greg has lived through much (if not all) of Sean's experiences himself during his career and is now imparting the wisdom gained to the next generation of new Product Managers." - Saeed Khan, *On Product Management* "Geracie nails it with *Take Charge Product Management*. The book's format really brings home the tools and processes that are required to become a leader in any organization's product management function. *Take Charge Product Management* should be the new bible for all product managers!" - Kevin Maguire, *General Manager, Philips Healthcare* About the Author Greg Geracie is the President and Founder of Actuation Consulting, LLC., providing product management advisory services, training, and consulting to organizations nationwide. Actuation Consulting is the culmination of over 23 years' experience in product management and marketing leadership positions for start-ups, private equity-backed ventures, mid-sized companies, and multi-billion dollar corporations. *Retail Product Management* provides the opportunity to acquire a deeper knowledge of a key area of retailing management - managing the product range. It is an important text for anyone studying retail management or buying and merchandising as part of a degree course. Challenging, yet approachable to students, it links academic theory to the buying and merchandising roles within retail organisations, and current operational practice. It covers all retail operations which revolve around the procurement of products, including: "stock level management "allocation of outlet space for products "store design "mail order shopping "digital TV shopping. *Retail Product Management* also offers learning objectives, boxed features, review questions, chapter introduction and summaries, a glossary of terms and international and multi-sector case-studies from companies and brands including Boots the Chemist plc, Marks and Spencer, Reebok, Benetton, Unichem, The Body Shop and Levis. *The First Guide to Scrum-Based Agile Product Management In Agile Product Management with Scrum*, leading Scrum consultant Roman Pichler uses real-world examples to demonstrate how product owners can create successful products with Scrum. He describes a broad range of agile product management practices, including making agile product discovery work, taking advantage of emergent requirements, creating the minimal marketable product, leveraging early customer feedback, and working closely with the development team. Benefitting from Pichler's extensive experience, you'll learn how Scrum product ownership differs from traditional product management and how to avoid and overcome the common challenges that Scrum product owners face. Coverage includes *Understanding the product owner's role: what product owners do, how they do it, and the surprising implications* *Envisioning the product: creating a compelling product vision to galvanize and guide the team and stakeholders* *Grooming the product backlog: managing the product backlog effectively even for the most complex products* *Planning the release: bringing clarity to scheduling, budgeting, and functionality decisions* *Collaborating in sprint meetings: understanding the product owner's role in sprint meetings, including the dos and don'ts* *Transitioning into product ownership: succeeding as a product owner and establishing the role in the enterprise* *This book is an indispensable resource for anyone who works as a product owner, or expects to do so, as well as executives and coaches interested in establishing agile product management.**

*Innovation Reinvented*  
*Agile Product Management with Scrum*  
*Techniques for Product Managers to Better Understand What Their Customers Really Want*  
*The Family Manager Takes Charge*

**PRODUCT MANAGEMENT**

**Project Management**

**Product Leadership**

This book discusses the evolution of management as a profession over the past two decades and how it continues to evolve. It goes on to describe the new style of management and makes recommendations for what today's and tomorrow's managers must know and how to work. Offers ways to think about your role as a manager in order to optimize your effectiveness toward uncertain and turbulent changes Discusses current realities in which management currently operates Provides a historical background of managerial practices and how they've evolved in the present workplace

With China's strategy shifting from political focus to economic focus, the business environment is more and more in favor of domestic and foreign enterprises, in terms of direct investments, joint ventures and various forms of collaborations. Thus, this book containing first-hand materials of Chinese enterprises would be of invaluable use.

How to Thrive in the Global Information Jungle