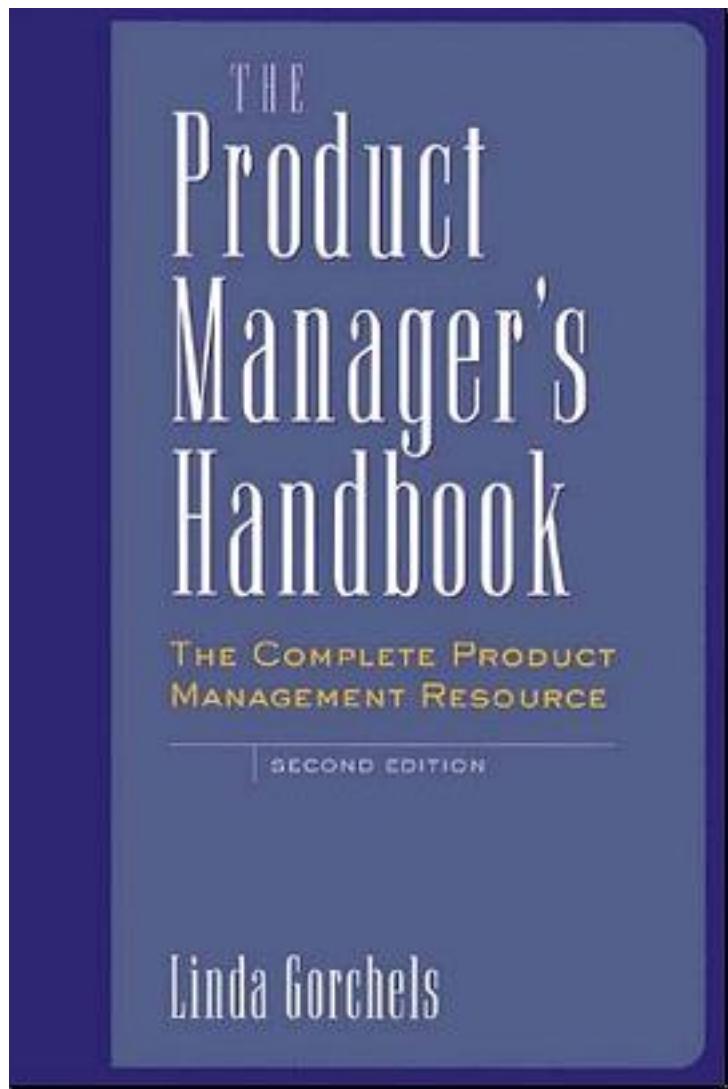


The Product Manager's Handbook



[The Product Manager's Handbook 下载链接1](#)

著者:Gorchels, Linda

出版者:McGraw-Hill

出版时间:2011-8

装帧:Hardcover

isbn:9780071772983

This is the essential guide to seamless product management for today's fluid, unpredictable business world. Long considered the most useful and insightful guide of its kind, "The Product Manager's Handbook" has been fully revised and updated to give you the edge in today's challenging business landscape. It features expanded coverage of product development processes, intelligence-gathering techniques (including social media), and a greater emphasis on international issues. This indispensable resource proves that the techniques and tools product managers use are similar - regardless of what industry they work in and what kind of products they manage. Simply put, this book has everything you need for superior job performance - whether you manage consumer or business-to-business products created by an organization that is hierarchical or horizontal. "The Product Manager's Handbook" shows you how to integrate your organization's disparate segments into a cooperative, results-focused unit that produces satisfying products - from initial design through the postpurchase experience. If your job is to create and commercialize products, it provides the information you need to: Balance breakthroughs and line extensions; Create business cases - including competitive assessment, market requirements, and risk reduction; Conduct gate reviews and beta testing and manage scope creep; and, Get everything in order for a smooth product launch. For those who manage existing lines, this guide provides: specific tips for each of the 4Rs of product life-cycle management; brand guidelines; approaches to customer message management; advice on working with sales and the channel; clear, easy-to-read charts that show you how to manage each crucial step from conception to completion; and, practical checklists that help you evaluate progress at every stage. Interviews with seasoned product management consultants and top-performing product managers provide you with dynamic, proven strategies for addressing potential problems in marketing, production, cross-cultural communication, and more. "The Product Manager's Handbook" examines current market-leading companies, the latest research findings, and evolving customer perceptions to provide you with the tools you need to design, produce, and market winning products - and beat the competition at every turn.

作者介绍:

In 1995, I was frustrated with the lack of resources available for a product manager. After conducting extensive research, and coupling it with my own experience, I wrote my first book, *The Product Manager's Handbook*. Since then I have written two more books (including one on *Channels*) and the original *Product Manager's Handbook* is now in its third edition with translations into several languages.

People often ask me what I do for a living now. Well, as an employee of the University of Wisconsin-Madison, I do two primary things. First, I teach on the Executive Education faculty (part of the Wisconsin School of Business). Second, I manage the curriculum of marketing courses for corporate managers and professionals, including design, development, marketing, teaching and staffing of the classes.

In my "extended" career, I write, consult and collaborate on a variety of topics with a special... [Read more](#)

This biography was provided by the author or their representative.

目录: Section One: Bedrock Concepts

Chapter 1. The multi-faceted nature of product management jobs and structure
a. Your job is unique ' but you're not alone

b. Product management can work for services, too!

Chapter 2. Leadership and management competencies

a. Change management

b. Surviving matrix structures and cross-functional teams

c. Tips to improve decision making

Chapter 3. Business competencies

a. Basic financial concepts

b. Assembling forecasts

c. Running a 'virtual' business

Chapter 4. Market knowledge competencies: fact capturing

a. Trend-spotting, research and customer segmentation

b. Describing the customer purchase process, personas and value chain

c. Competitive intelligence briefings

d. Technology assessment and design thinking

Chapter 5. Planning frameworks

a. The product manager continuum: from upstream to downstream

b. Introduction to portfolios

c. Innovation, revitalization, protection and sunsetting

Section Two: Upstream product management: Strategic new products & initiatives

Chapter 6. Roadmaps, strategic plans and innovation directives

a. Visualizing the future: three time horizons

b. Time management of the pipeline

c. Making buy, build or partner decisions

Chapter 7. Managing the fuzzy front end of new product processes

a. Balancing breakthroughs and incremental changes

b. Defining current and future customer need-drivers

c. Generic NPD processes and stage-gates

Chapter 8. Creating ' and getting approval for ' business cases

a. Understanding the importance of the business case

b. Estimating and validating demand

c. Requirements planning, management and clarification of feasibility

d. Framing and justifying the investment

e. The provisional marketing plan

Chapter 9. Overseeing new product projects

a. Attributes and responsibilities of core teams

b. Team decisions and processes

c. Managing scope creep

d. Guiding gate reviews and readiness to move to each level

e. Improving beta programs

Chapter 10. Formulating and executing launch plans

a. The major components of the launch document & process

b. Incorporating belief builders

c. Building in early tracking measures

d. Preparing red alert strategies

e. The final analysis: project and process reviews

Section Three: Downstream product management: Marketing and ongoing support

Chapter 11. Generating brand equity

a. Cultivating brands and positioning from the outside in

b. Brand elements, structure and strategy

Chapter 12. Lifecycle management and marketing

a. Categorizing products for streamlined efforts

b. Defensive and offensive considerations

c. Revitalization programs: product versioning

d. Revitalization programs: refocused marketing schema

e. Right-pricing your products

Chapter 13. Supporting sales and channel efforts

a. Lead generation, referrals, and collateral

b. Call support, demos and presentations

c. Converting product marketing plans into sales calls

Chapter 14. Marketing communications, SEO and social networking

a. Who should write the copy and what should it say

b. From broadcast to narrowcast approaches

c. Make the message resonate with the right customers

d. Manage the sales funnel

Chapter 15. Sunsetting

a. Defining kill criteria: the "Cockroach" problem

b. Evaluating alternative approaches for product elimination

Section Four: Fine-tuning

Chapter 16. Establishing a global mindset

a. Global versus multi-local products: decision points> b. When product development is handled in another country

c. Working with cross-cultural co-workers on project teams

d. Communicating across borders and cultures

Chapter 17. Goal and performance alignment

a. Linking goals, directives and initiatives

b. Defining appropriate product manager performance measures

c. Coaching toward proficiency

• • • • • (收起)

[The Product Manager's Handbook](#) [下载链接1](#)

标签

产品经理

商业

管理

科技

成长

思维

产品管理

英文原版

评论

下到的是中文翻译版 希望别翻译得太不像话 那我应该能在劳工节期间读完^ ^

[The Product Manager's Handbook](#) [下载链接1](#)

书评

从技术团队转作产品以来，通过几个产品项目，越发感受到产品经理需要“四两拨千斤”的能力。“又要马儿跑，又要马儿不吃草”，这就是一个理想中的产品经理试图要干的事情。

究竟什么是产品经理？我也是在工作的过程中逐渐体会到的。从最开始的数据分析，到产品优化，到产品设...

几个大哥说本书是介绍传统行业的产品经理，不适合互联网行业的准经理们参考，我觉得这个想法有点欠妥。

今天参加ucd的书友会，有人提到了腾讯的产品经理，跑你电脑前，看到一个从没见过的网络服务，就问：“这是啥？给俺传一个。”感觉这家伙别2.0了，土的1.0都算不上。但反过...

该书相当的全面，而且是可以读的出来是基于工作经验写成的一本指南式的书籍。所谓指南式的书籍，由两个特点：一时全面，二是枯燥。这也正是该书的特点。因为通篇讲的是你如果是产品经理，那你就得怎样怎样。朴实无华的语句和论文的格式差不多。这是该书最大的弊端，正如字...

比较同意大家所说的，这本书是哥乔斯早期的对产品经理的初步理论体系。从第一版的那个时间来讲，当时所提出的思路和体系，还是非常系统的。

本书不太适合互联网公司的产品经理，不过，却可以引导互联网的产品经理们去开拓一些思路和行为习惯：1、系统的去了解企业的业务架构...

2011年12月7日记：

这文章写于两年前了，感觉当时还是比较青涩，对于产品来说还是相当地理想化，以为用户体验才是产品的主导。现在想起来，实在是太理想化了。

发在豆瓣上，也被人嘲笑过，我承认。

不过，文章里面有部分内容其实还是写得没错。就这样吧。我不会改掉我当年青涩...

没看书之前听到了很多是是非非，搞的我最后看书好像是为了求证什么，从开始看就觉得这本书的产品营销大于产品设计，觉得写的真不错，简直就是我们量身定做的嘛，互联网的产品经理又怎么了，产品经理也有很多分法，现在是井喷期，所有需要做那么多产品，关键问题是这些产品做出...

可能是由外文翻译过来的，翻译的十分拗口，读着读着就走神了，读起来确实比较累。当时买的时候就是冲着它是外文原版的，没想到这个效果，给个中评吧，毕竟是本经典的教材。还是会坚持读下去，希望对自己有帮助。

现在是9月28日下午6点，天阴阴的，一反北加州那种阳光灿烂的形象，旱了那么久终于该有点雨了～最近顶着各种压力，坚持看了两本手册一样的书，这是其中之一。什么叫手册？就不是给你看的，是给你随时握在手里备查的～类似现代汉语词典之于汉语，特点就是第...

三本书，综合看，作者第一本书时明显理论体系尚未完成，第二本书改动很大，第三本书基本形成比较好的体系。三本书综合看好一点。

第三本最好，第二本还行，第一本比较差

这本工具书还真不错，比较适合拿来放在书桌上，应急的时候看看，但绝对不能在卫生间里看的，实在不适合。

有人说不适合互联网，有人说都是营销方面的，你有没有想过互联网目前的模式对吗？说不是这才是最适合互联网的模式呢。

读书心得：

- 1, 产品经理说是在研发团队，平时也不怎么跟客户打交道，但说到底还是个市场类的职位。
- 2, 产品经理的宝贵品质包括所有宝贵品质，怎么提升自己的素质都不为过。
- 3, 产品经理依赖的是创意，常用的方法是头脑风暴。
- 4, 书中的例子大多是传统行业，或者软硬件生产方面...

吸引高利润顾客群的能力往往是成功企业的重要特征之一，同时也是众多企业积极努力实现的目标。想要成功实现这个目标，需要做好以下几个方面工作：

职能管理 (competency management) 、顾客留存计划 (customers retention programs) 、策略性财务杠杆 (strategic leveraging) ...

不得不说这本书是偏传统行业的，涵盖的范围比较广，也比较全面。建议做IT行业，从业1-2年的产品经理就别看了，会越看越晦涩、越郁闷。不得不说这本书是偏传统行业的，涵盖的范围比较广，也比较全面。建议做IT行业，从业1-2年的产品经理就别看了，会越看越晦涩、越郁闷。

有关互联网和B2B方面的好书不多，这算一本，还不错，建议大家好好看看。现在的PD也许都只干了技术方面的活了，但其实还有很大一块市场、销售方面的没有做呢。

如果把知识比作一栋大厦，那么这本书的作用就像Linda把“产品经理大厦”这个建筑的结构图给你看了（当然这个是她的“产品经理大厦”）。视野会比《启示录》更加高一些，体现在公司战略、财务、产品线、全球化等，而产品经理个人技能方面也更加深入一些，特别是财务和投资。这本...

本书是制造业的产品经理的手册。跟国内常说的产品经理的默认含义有所不同。以下是书中一些内容的摘抄：

产品经理的职责有着两个相互关联又根本不同的类别：上游职责和下游职责；管理解决复杂问题，而领导则是应对变化。经理通过巧妙地利用各种资源来实现可预见的目标，从...

本书是制造业的产品经理的手册。跟国内常说的产品经理的默认含义有所不同。

以下是书中一些内容的摘抄：

产品经理的职责有着两个相互关联又根本不同的类别：上游职责和下游职责；

管理解决复杂问题，而领导则是应对变化。经理通过巧妙地利用各种资源来实现可预见的目标，从...

以前看过，最近闲来无事又开始看起来，不过每天只看一章，看多了消化费劲 呵呵。
还是值得做产品经理的人看看的

[The Product Manager's Handbook 下载链接1](#)