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Successful Product Design and Management Toolkit

By David Fradin

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Description

Successful Product Design and Management Toolkit covers most of these competencies. It is a comprehensive toolkit with various templates and frameworks for efficient management of products (and services) to exponentially enhance the possibilities of success. It is a necessary guide for all those involved in product success, with special attention to product managers. The book provides a hands-on tour of David's product management lifecycle, starting from product strategy to marketing, user experience, and pricing strategy.

About the Author

David Fradin

David Fradin has experience in building successful products since 1969, at organizations including HP as well as Apple. He heads a professional development company specializing in building insanely great products, and has trained thousands of managers throughout the world based on his experience at Hewlett-Packard, Apple and across 75 products and services and eleven startups. His vast experience encompasses areas of product management, product marketing management, product engineering management

Table of Contents

Module 1: Foundations in the Successful Management of Products
Session 1.1: What Must Products Have to Succeed?
Session 1.2: History of the Management of Products
Session 1.3: What Distinguishes Products and Services
Session 1.4: Business Model and Canvas
Session 1.5: Product Management Lifecycle and Framework
Session 1.6: Product Management Competencies
Session 1.7: What Makes a Customer-Centric Organizational Structure
Session 1.8: The Role of Values and Vision
Session 1.9: Understanding the Customer Journey
Session 1.10: The Changing Business Environment Impacting Successful Product Management
Session 1.11: Systems and Tools for Product Management

Module 2: Product Market Strategy and Product Planning
Session 2.1: Building a Product Market Strategy
Session 2.2: The Value of Do
Session 2.3: How to Define a Do
Session 2.4: Information Gathering: Market Research

Session 2.5: Going to Development: Process and Innovation
Session 2.6: Discover New Markets and Market Sizing
Session 2.7: Value Proposition
Session 2.8: Describing Personas
Session 2.9: Market Adoption Cycles
Session 2.10: Market Segmentation
Session 2.11: Total Available (Addressable) Market (TAM) and Target Markets
Session 2.12: Competitive Environment

Session 2.13: Product Positioning
Session 2.14: Product Roadmaps
Session 2.15: Product Portfolio
Session 2.16: Channel Partners and Affiliates
Session 2.17: Pricing Strategy
Session 2.18: Sales Forecasting
Session 2.19: Budgeting, Expense Control and ROI
Session 2.20: Intellectual Property and Protection of Ideas

Module 3: Product Market Strategy and Product Planning
Session 3.1: Product Roadmaps
Session 3.2: Understanding Market Differences
Session 3.3 Marketing Strategies and the 11 Ps
Session 3.4: Marketing and Generating Leads Online
Session 3.5 The Media Mix
Session 3.6: Messaging and Content
Session 3.7: Packaging, Bundling and Promotions
Session 3.8: Marketing Communications
Session 3.9: Managing Budgets, Schedules and Metrics

Module 4: Business Skills for Product Managers
Session 4.1: Persuasive Communication
Session 4.2: Impactful Presentations
Session 4.3 Expanding Networks
Session 4.4: Negotiation and Mediation
Session 4.5 Program Management
Session 4.6: Basic Data Analysis

Module 5: User Experience and User Interface
Session 5.1: User Experience
Session 5.2: User Interface

Module 6: Product Engineering
Session 6.1: Prioritizing Features: Kano Analysis
Session 6.2: Product Research And Development
Session 6.3 Agile Product Development Methodologies
Session 6.4: Agile Roles and Scrum Methodology
Session 6.5 Agile Development Planning
Session 6.6: Agile Development Key Metrics
Session 6.7: Testing in Agile Product Development
Session 6.8: Importance of Product Testing
Session 6.9: Managing Beta Programs

Module 7: Product Support and Documentation

Session 7.1: Product Support
Session 7.2: Importance of Documentation

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