



The Practitioner's Guide to Product Management

By Jock Busuttil

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The Practitioner's Guide to Product Management By Jock Busuttil

Did you cut through traffic on your Segway today? Cool off with a delicious can of New Coke? Relax at home while listening to some music on your Zune?

Despite years of research, countless products like these see high-profile launches, only to end up failing to connect with an audience. **THE PRACTITIONER'S GUIDE TO PRODUCT MANAGEMENT** provides a firsthand road map to help you avoid the pitfalls of product failure-taking you through the field of product management with candid stories and real-world experiences of what it takes to create a product that meets the customer's needs.

Product management is the art, science and skill of bringing a successful product to life. In **The Practitioner's Guide To Product Management**, Jock Busuttil looks what product managers do, how the role came to be, how it's still continuing to evolve, and why it's such good news that there's no prescribed route to becoming one.

Busuttil also delves into examples of the good, the bad and the ill-advised products to consider why they succeeded and failed and give you the inside track on avoiding all the common product management pitfalls. The book examines the fine line between success and failure and reveals nine ways you can increase your product's chances of success.

If you're new to product management and wondering what it's all about or if you're a product manager shooting for professional success, this book will give you the inside track on starting, developing, and then selling a new product.

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The Practitioner's Guide to Product Management By Jock Busuttil Bibliography

- Sales Rank: #551537 in Books
- Published on: 2015-01-06
- Released on: 2015-01-06
- Original language: English
- Number of items: 1
- Dimensions: 8.38" h x 1.00" w x 8.50" l, .0 pounds
- Binding: Hardcover
- 208 pages

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Editorial Review

About the Author

Jock Busuttil is a product consultant, speaker, and writer. He has spent more than a decade working as a product manager for technology companies ranging in size from startups to multinationals, including Zeus Technology, Iron Mountain, and Experian. In 2012, he founded **Product People** (productpeo.pl), a product management consultancy. With a number of associates, he provides help to companies large and small needing an extra pair of hands, and his clients include After the Flood, BBC, eWise, Inking, Saberr, SwiftServe, and What Users Do.

Jock routinely teaches classes at General Assembly and BBC Academy on product management and mentors startups, entrepreneurs, and product professionals. He holds a master's degree in classics from the University of Cambridge, UK; is the author of the blog *I Manage Products* (imanagerproducts.uk); and regularly contributes articles to Mind the Product (mindtheproduct.com). You can tweet him @jockbu and can generally find him at ProductTank each month in London.

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