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# Managing Product Management: Empowering Your Organization To Produce Competitive Products And Brands



## Synopsis

Create innovative, game-changing products with high-performance Product Management – A must-read for all business leaders driving their organizations to develop winning products and solutions. The book’s insight and thought-provoking scenarios help crystallize actions needed to achieve growth and marketplace success!

• Jerry Rose, VP Product Management, United Technologies Corporation, Fire & Security – An indispensable guide for any executive looking to develop a world-class Product Management organization. Haines outlines a 360-degree view of the practice and offers practical, accessible guidance to implement positive change.

• David Desharnais, Group Director, Product Management, Cadence Design Systems – Excellent Product Management is critical to the success of any business. This [is] an indispensable guide to realizing the true value of Product Management in any business.

• Nick Hallwood, VP Product Management, SHL Group, Ltd. – Haines’s diverse industry experience is clearly evident in this well-written guide to creating a high-performance Product Management function.

• George Coulston, VP Global R&D, Kennametal, Inc. – This easy-to-read, practical book is a natural extension of Steven Haines’s passion for enabling businesses to make sustainable improvements to their products, services, and organizations. It is an essential resource for any leader wishing to develop, cultivate, and sustain a world-class Product Management organization.

• C. Melissa Connolly, Director, Six Sigma Programs, Baker Hughes – There is perhaps no more important job in the modern enterprise than Product Management – and none harder to get right. Haines offers up wise, practical, and indispensable advice on how to do just that.

• Richard Bravman, Chairman, Intellex Corporation, and former CEO, Symbol Technologies, Inc. – Managing Product Management is the icing on the cake in helping us design, integrate, and elevate the Product Management function.

• Paul Eichenberg, VP Corporate Development and Strategic Planning, Magna Powertrain, Inc. About the Book: The well-being of any high-performance organization is tied to its ability to align business functions and to produce and manage profitable products – and Product Management is the function most suited to meeting that imperative. When Product Management takes root in a company and thrives, the entire organization succeeds and everyone wins. Does your company use Product Management to its fullest potential? In *Managing Product Management*, Steven Haines, one of the world’s top authorities in the field, lays the groundwork for moving Product Management out of a supporting role and establishing it as a vital, strategic partner with other business functions. He provides a solid, implementable framework that takes you step-by-step through a process that will transform your company in profound ways. Learn how to: Better situate Product Management organizationally for more

consistent operations that generate predictable results Defeat the "silos" mentality and create cross-functional engagement models Utilize a stable reference model for the planning, execution, and management of products and services Clearly define the role of product manager, hire the right people for the job, and institute effective job-development plans for those product managers Design and support cross-functional product teams to steer a product line and deliver agreed-upon business results Institute a governing model that sustains Product Management in its dynamic role Steven Haines sees an answer to business challenges in a place where few people have even thought of looking. Product Management done right has worked wonders for companies around the world—and it can do the same for yours. Managing Product Management is the one and only resource you need to start thinking of Product Management in a whole new way, utilizing it to its utmost capabilities, and making it a dynamic, ongoing structure in your organization.

## Book Information

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## Customer Reviews

There are many books about product management, and the web is full of articles on the subject. This is the first book I've read that takes a truly holistic view of what I would call the "science" of product management, and then presents it in a way that, if embraced, empowers senior product leadership to understand the state of their teams and enact changes that will result in a much more efficient, productive and frankly, happier, product organization -- resulting in better products, more quickly, and presumably at a more competitive cost. Furthermore, this book has many great "case study"-type examples, and its lessons can be applied to numerous industries, in contrast to many books on the topic that are either focused on software development or, at the other end of the

spectrum, consumer products. I highly recommend this book.

I received my advance order copy of this book last night and I've already finished 1/2 of it. Steven Haines has been able to capture succinctly what so many organizations struggle with - how to establish and manage a product function. The combination of case studies and primary research Haines provides offers a great blueprint for organizations that are looking to implement a product function or ones that are struggling to maintain an existing one. As a companion for the Product Managers Desk Reference, this book is a must have in any product library. @ernieharris

I just received *Managing Product Management: Empowering Your Organization to Produce Competitive Products and Brands* - and spent most of the weekend reading it. It provides an aspirational, yet achievable, guidebook for the product management journey. Steven Haines writes from deep, first-hand experience in product management, and pulls from this to provide actionable insights. So many times while reading, I was convinced Haines was writing about our organization. The sections on assessing prior organizational transformations' impact on product management and establishing a product management governance model are particularly unique and helpful. I am meeting with my entire global product management team next week, and will be referring to many learnings from Haines' book. Thank you for such a helpful work!

Truth in advertising -- I was given my copy by Sequent Learning Networks ... but I already owned and loved Haines' other book -- "The Product Manager's Desktop". As a working Product Manager and manager of Product Manager's I have often been dismayed by the lack of agreed science to Product Management and about the confusion about its place in the organization, proper function, and duties. *Managing Product Management* does an excellent job of providing a framework for thinking about those issues in any given business. My one caveat is that this might be a book that Product Managers love, but that does not help communicate the issues to those senior managers who need to buy into a proper understanding of the Product Management discipline. It's a small point. My bottom line is that anyone who manages, or aspires to manage, Product Managers should read this book.

*Managing Product Management* is an excellent book and resource for anyone who currently manages a Product Management team or who is a Senior Manager in a company utilizing Product Management. This book clearly identifies ways to better organize and utilize Product Management

to make full use of this vital function. Managing Product Management is the perfect complement to Steven Haines' "The Product Manager's Desk Reference" and both are must reads! Steven Haines clearly understands the challenges facing Product Management and how to improve both the individuals and the team. I highly recommend Managing Product Management and The Product Manager's Desk Reference by Steven Haines and I hope he continues to release more insightful Product Management books.

Steven Haines has written a wonderful complement to his 2008 book, the Product Manager's Desk Reference. In this one, Steven takes the executive reader through a WHY and HOW of building a class leading product management organization. Those to invest the time to read it AND IMPLEMENT it will earn a sustainable competitive advantage over those that do not.

This book provides exceptional insight and detail on how to build and sustain an outstanding product management organization. From practical experience, the information is "spot on" with regards to what is required to make this vital aspect of one's company truly successful.

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