and boundless enthusiasm characterize most startups, but they require capital to go from early life of a startup. Based on real-life experiences, the advice from Cleveland and the members of the Wildcat Venture Partners team provides a roadmap and metrics for succeeding where others have failed. The Lean Product Lifecycle Apress

Promising product to scalable business. More than 80 percent of all early-stage startups fail. Most of them can build a product, but the vast majority stumble when it comes time to take those products to market due to poor “market engineering” skills. Traversing the Traction Gap exposes the reasons behind that scary failure rate and provides a prescriptive how-to guide, focused specifically on market engineering techniques, so startups can succeed. The go-to-market hurdle is insurmountable to many startups. Just when they most need to establish a foothold in the market, they run short on time and money. This is the Traction Gap, that period of time introducing a new product into the marketplace and being able to scale it during a rapidly closing window of opportunity. Traversing the Traction Gap is a practical guidebook for navigating the tumultuous early life of a startup. Based on real-life examples, the advice from Cleveland and the members of the Wildcat Venture Partners team provides a roadmap and metrics for succeeding where others have failed.

The Lean Product Lifecycle Apress

If you market a product, service, or idea in any business, industry or organization, you must read Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs, a guide to understanding and meeting the needs of consumers, whether or not they make those needs clear. An easy-to-follow six-step process developed over the past 15 years can help you address unsolved problems, recognize buyer personas, quantify impact and create breakthrough experiences. Stop wasting time by guessing what your market needs and start understanding consumer desire.

Building Products for the Enterprise O’Reilly Media, Inc.

Iteration rules product development, but it isn’t enough to produce dramatic results. This book champions Radical Product Thinking, a systematic methodology for building visionary, game-changing products. In the last decade, we’ve learned to harness the power of iteration to innovate faster—we’ve invested in a fast car, but our ability to set a clear destination and navigate to it hasn’t kept up. When we iterate without a clear vision or strategy, our products become bloated, fragmented, and driven by irrelevant metrics. They catch “product diseases” that often kill innovation. Radical Product Thinking (RPT) gives organizations a repeatable model for building world-changing products. The key? Being vision-driven instead of iteration-led. R. Dutt guides readers through the five elements of the methodology (vision, strategy, prioritization, execution
and measurement, and culture) to develop a clear process for translating vision into reality, and unlock bursting product potential and achieve breakthrough performances for your products and company! If you’re looking for an effective and proven approach to product management - one that can help you scale your business, achieve your goals, and meet your end-users' needs — 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 that will make your job easier. 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.

### Principles of Agile Collaboration

Unlock your product management potential and achieve breakthrough performances for your products and company! If you’re looking for an effective and proven approach to product management - one that can help you scale your business, achieve your goals, and meet your end-users' needs — 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 that will make your job easier. 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.

### Mastering Product Management: A Step-By-Step Guide

Unlock your product management potential and achieve breakthrough performances for your products and company! If you’re looking for an effective and proven approach to product management - one that can help you scale your business, achieve your goals, and meet your end-users' needs — 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 that will make your job easier. 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.
Large-Scale Scrum

Berrett-Koehler Publishers

A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product. Prioritize ruthlessly and scientifically. Protect against pursuing seemingly good ideas without evaluation and prioritization. Ensure alignment with stakeholders. Inspire loyalty and over-delivery from your team. Get your sales team working with you instead of against you. Bring a user and buyer-centric approach to planning and decision-making. Anticipate opportunities and stay ahead of the game. Publish a comprehensive roadmap without overcommitting. Decipher and Conquer Lean Analytics

"This book presents current, effective software engineering methods for the design and development of modern Web-based applications." - Provided by publisher.

The PDMA Handbook of New Product Development

Berrett-Koehler Publishers

PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide - Seventh Edition is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the PMBOK® Guide: Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.); Provides an entire section devoted to tailoring the development approach and processes; Includes an expanded list of models, methods, and artifacts; Focuses on not just delivering project outputs but also enabling outcomes; and Integrates with PMIstandards+™ for information and standards application content based on project type, development approach, and industry sector.

Security Metrics

Springer

This book discusses the latest advances in the broadly defined field of advanced manufacturing and process control. It reports on cutting-edge strategies for sustainable production and product life cycle management, and on a variety of people-centered issues in the design, operation and management of manufacturing systems and processes. Further, it presents digital modeling systems and additive manufacturing technologies, including advanced applications for different purposes, and discusses in detail the implementation of and challenges imposed by 3D printing technologies. Based on three AHFE 2020 Conferences (the AHFE 2020 Virtual Conference on Human Aspects of Advanced Manufacturing, the AHFE 2020 Virtual Conference on Advanced Production Management and Process Control and the AHFE 2020 Virtual Conference on Additive Manufacturing, Modeling Systems and 3D Prototyping, the book merges ergonomics research, design applications, and up-to-date analyses of various engineering processes. It brings together experimental studies, theoretical methods and best practices, highlights future trends and suggests directions for further technological developments and the improved integration of technologies and humans in the manufacturing industry. To stay competitive in today's market, organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs. Companies that live and die by outputs often fall into the "build trap," cranking out features to meet their schedule rather than the customer’s needs. In this book, Melissa Perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals. By understanding how to communicate and collaborate within a company structure, you can create a product culture that benefits both the business and the customer. You’ll learn product management principles that can be applied to any organization, big or small. In five parts, this book explores: Why organizations ship features rather than cultivate the value those features represent. How to set up a product organization that scales. How product strategy connects a company's vision and economic outcomes back to the product activities. How to identify and pursue the right opportunities for producing value through an iterative product framework. How to build a culture focused on successful outcomes over outputs.