Product Management for Software

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Product Management for Software Ernani Ferrari
Software companies have improved HOW they develop, sell, implement and support their products. It is now time to optimize WHAT those products should be! Product Management for Software addresses all aspects that are key to effective product management in a concise, didactic format. This book will: - guide the new product manager and support the seasoned; - provide software organizations with a framework for company-wide processes; and - help professionals from all areas of the software business to better understand the overall context of product management and its impact on their own jobs. Ernani Ferrari systematically and objectively teaches: - Why product management is crucial to maximizing revenues and reducing costs in the short, medium and long terms. - What the role of a product manager is. - How to develop company strategies into product strategies. - What the many business aspects to be considered at product planning are. - How to conduct research, analysis, evaluations and prioritizations. - How to structure product plans. - How to orchestrate product releases across a software company. - What a Version Life Cycle is and how to design and implement one. - How to productize software. - How to simplify management, reduce stress and improve company communication. - What the required organizational processes procedures, people and tools for product management are and how to implement them to ensure ongoing, revenue-generating, cost-cutting software product management. Improve software product management. Ensure results today, tomorrow and always.

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