



Successful Product Design and Management Toolkit

By David Fradin

Paperback

9788126564996

[NOT PROVIDED]
publication_date

₹1,399.00

Pages : [NOT PROVIDED] pages pages

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

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