Product Roadmaps Relaunched How To Set Direction While Embracing Uncertainty

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. Methodologies such as Lean and Agile have democratized innovation by teaching us to harness the power of iteration to innovate faster, but our ability to set a clear destination hasn't kept up with the pace. When we iterate without a clear vision or strategy, our products become bloated, fragmented, and driven by irrelevant metrics. They catch "product diseases" that are often fatal to true innovation. In Radical Product Thinking (RPT), product development is led by the vision for the change it's intended to create. This methodology helps leaders reimagine the problems they face and align their team to find creative solutions using five elements: Vision, Strategy, Prioritization, Execution, and Culture. R. Dutt guides readers through these elements so they develop a clear process for achieving their desired change, incorporate it into daily activities, and turn RPT skills into muscle memory. This book gives organizations a repeatable model for building vision-driven products by helping us systematically translate vision and strategy into everyday actions so our product becomes a vehicle for creating the change we want to see in the world. Dutt shows us that you don't have to be a natural-born visionary to produce extraordinary results.

Inleiding tot een methode voor het stroomlijnen van bedrijfsprocessen, het verbeteren van efficiency en effectiviteit en het vergroten van de klanttevredenheid.

Lees hoe je projecten succesvol kunt leiden. Alles wat je nodig hebt om een geslaagd projectmanager te worden. In onze tijd- en kostenefficiënte wereld zijn deadlines en hoge verwachtingen de norm geworden. Dus hoe kun je succes bereiken? Dit praktische boek brengt je de beginselen van projectmanagement bij en laat zien hoe je die gebruikt om een project succesvol te managen,van begin tot eind. Als je je aan het voorbereiden bent op het PMP®-examen (ontwikkeld door het Amerikaanse Project Management Institute) kun je gerust zijn; dit boek staat op één lijn met het handboek voor dat examen. Stanley E. Portny is consultant in projectmanagement en gediplomeerd Project Management Professional (PMP®). Hij gaf trainingen en adviezen aan meer dan honderdvijftig openbare en particuliere organisaties. Bron: Flaptekst, uitgeversinformatie.

THE DEFINITIVE BOOK ON THE CHALLENGING NATURE OF PRODUCT MANAGEMENTWhen consumers use a product or a service, the experience generates an emotion. For those of us who create products or services, our primary focus is on the customer, helping them achieve their desired outcome and attempting to stimulate positive customer emotions. However, in our relentless pursuit of satisfying customer needs, many product people or "e;makers"e; fail to spend enough time reflecting and managing our own emotions. "e;Managing Product = Managing Tension"e; brings the pressures and unknowns inherent in managing products to the fore and offers practical solutions about how to harness them - ultimately turning them to your advantage in order to help develop world-class products.www.marcabraham.com

Gevestigde bedrijven lopen groot gevaar. Met name de bedrijven die een uitgekristalliseerd proces of een specialistisch product hebben, kunnen zomaar ingehaald worden door een

nieuwkomer op de markt, die met goedkope technologie of een ander proces dezelfde of zelfs hogere kwaliteit biedt. Dit is het proces van Big Bang Disruption. De bekendste voorbeelden zijn Booking.com, dat reisbureaus overbodig maakte (en nu zelf lijkt te worden ingehaald door Airbnb), en Amazon, dat de traditionele boekhandel en uitgeverij ondermijnt. Een gevestigd bedrijf is echter niet automatisch gedoemd bij de komst van een nieuwe speler in de markt. In dit boek geven de auteurs twaalf strategieën om een aanval van een nieuwkomer te pareren of voor te zijn. In de traditie van Michael Porter en Clayton Christensen beschrijft dit boek het nieuwe paradigma voor bedrijfsstrategie en is daarmee een must voor ondernemers, marketeers en bedrijfseconomen.

Product RoadmappingA Practical Guide to Prioritizing Opportunities, Aligning Teams, and Delivering Value to Customers and Stakeholders

Content is king... and the new kingmaker... and your message needs to align with your model and metrics and other mumbo jumbo, right? Whether you're slogging through theory or buzzwords, there's no denying content strategy is coming of age. But what's in it for you? And if you're not a content strategist, why should you care? Because even if content strategy isn't your job, content's probably your problem—and probably more than you think. You or your business has a message you want to deliver, right? You can deliver that message through various channels and content types, from Tweets to testimonials and photo galleries galore, and your audience has just as many ways of engaging with it. So

many ways, so much content... so where's the problem? That is the problem. And you can measure it in time, creativity, money, lost opportunity, and the sobs you hear equally from creative directors, project managers, and search engine marketing specialists. The solution is content strategy, and this book offers real-world examples and approaches you can adopt, no matter your role on the team. Put content strategy to work for you by gathering this book into your little hands and gobbling up never-before seen case studies from teams at Johns Hopkins Medicine, MINI, Icebreaker, and more. Content Strategy at Work is a book for designers, information architects, copywriters, project managers, and anyone who works with visual or verbal content. It discusses how you can communicate and forge a plan that will enable you, your company, or your client get that message across and foster better user experiences. Presents a content strategy framework and ways to implement in both in-house marketing departments and consultancies Includes case studies, interviews, and lessons learned from retail, apparel, network television, business-to-business, automotive, non-profit, and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects 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

Echter Mehrwert statt Feature-Sammelsurium US-Bestseller zum Thema Produktmanagement Für Produktmanager aller Karrierestufen, Führungskräfte, aber auch Entwickler, Designer Mit praxistauglichen Tools, Techniken und Fallstudien Die Feature-Falle schnappt immer dann zu, wenn Unternehmen sich

stärker auf die Auslieferung und die Entwicklung von Features konzentrieren als auf den tatsächlichen Mehrwert dieser Features für den Nutzer oder Kunden. Das Unternehmen macht dann den Fehler, seinen Erfolg anhand von Outputs anstatt von Outcomes zu messen und gefährdet auf Dauer seine Stellung im Markt oder sogar seinen Fortbestand. Perri beschreibt anschaulich und inspirierend, wie Unternehmen und Organisationen durch eine wirksame Produktkultur der Feature-Falle entgehen und eine nachhaltige Produktstrategie entwickeln. Sie spielt durch, welche Formen der Kommunikation und Zusammenarbeit und welche robusten Produktmanagementpraktiken hierfür entscheidend sind. Das Buch demonstriert, welche Schlüsselstellung Produktmanager einnehmen und behandelt unter anderem, wie Unternehmen die Feature-Falle erkennen und vermeiden durch eine konsequente Produktstrategie Unternehmensvision, wirtschaftliche Ergebnisse und Produktaktivitäten verbinden eine Kultur aufbauen, die Outcomes über Outputs stellt

Brené Brown heeft de afgelopen twintig jaar onderzoek gedaan naar de emoties en ervaringen die betekenis geven aan ons leven, en werkte de afgelopen zeven jaar nauw samen met leiders en cultuurveranderaars over de hele wereld. Ze ontdekte dat allerlei bedrijfstakken, van kleine start-ups tot Fortune 50-bedrijven, met dezelfde vraag worstelen: 'Hoe ontwikkelen we moediger leiders en hoe

verankeren we moed en durf in onze bedrijfscultuur?' In dit nieuwe boek combineert Brené haar onderzoeksresultaten met persoonlijke verhalen en voorbeelden om deze vraag te beantwoorden. Durf te leiden gaat over echt leiderschap: vanuit het hart en vol moed.

This book constitutes the refereed proceedings of the 20th International Conference on Product-Focused Software Process Improvement, PROFES 2019, held in Barcelona, Spain, in November 2019. The 24 revised full papers 4 industry papers, and 11 short papers presented were carefully reviewed and selected from 104 submissions. The papers cover a broad range of topics related to professional software development and process improvement driven by product and service quality needs. They are organized in topical sections on testing, software development, technical debt, estimations, continuous delivery, agile, project management, microservices, and continuous experimentation. This book also includes papers from the co-located events: 10 project papers, 8 workshop papers, and 4 tutorial summaries.

Handleiding voor het verbeteren van de gebruiksvriendelijkheid van een website. 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.

Digital product research doesn't have to be difficult, take a long time, or cost a lot of money. Nor should it be a job solely for scientists or expert researchers. In this practical book, C. Todd Lombardo and Aras Bilgen demonstrate how your entire team can conduct effective product research within a couple of weeks--easily, cheaply, and without compromising quality. Drawing from decades of experience in product development, the authors lay out nine simple rules that combine user research, market research, and product analytics to quickly discover insights and build products customers truly need. Recognize and avoid common research pitfalls Switch to the insight-making mindset that underlies all successful research efforts Find out how to look at data, formulate the right questions, and pick the right research method Learn interview techniques and research skills Analyze for insights collaboratively while avoiding bias Inspire action with your insights through powerful presentations and prototypes Learn how to involve a wide variety of stakeholders in research, from developers to executives Discover how

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In 'Brave New Work' doet Aaron Dignan uit de doeken hoe je je organisatie opnieuw kunt uitvinden. Ondanks alle technologische vooruitgang blijkt er fundamenteel weinig

veranderd te zijn op ons werk: gebrek aan vertrouwen, trage besluitvorming, een overmaat aan zinloze vergaderingen en mailwisselingen, en moeizame budgetdiscussies. Aaron Dignan laat zien dat er bij veel bedrijven een grondige transformatie van het operating system nodig is: de principes en werkvormen die de bedrijfscultuur bepalen. Want je repareert een team, afdeling of organisatie nu eenmaal niet door quick fixes en wat gerommel in de marge. 'Brave New Work' leert je op een andere manier naar je organisatie te kijken en laat zien hoe je de werkprincipes van Dignan ook binnen jouw bedrijf kunt toepassen. Met als resultaat werknemers die met meer plezier en energie en ongehinderd door frustraties hun werk uitvoeren en zo veel meer waarde toevoegen.

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ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and overdelivery from their team Get your sales team working with you instead of against you Bring a user and buyercentric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without overcommitting

This fourth edition of the book provides readers with a detailed explanation of PLM, enabling them to gain a full understanding and the know-how to implement PLM within their own business environment. This new and expanded edition has been fully updated to reflect the numerous technological and management advances made in PLM since the release of the third edition in 2014, including chapters on both the Internet of Things and Industry 4.0. The book describes the environment in which products are ideated, developed, manufactured, supported and retired before addressing the main components of PLM and PLM Initiatives. These include product-related business processes, product data, product data management (PDM) systems, other PLM applications, best practices, company objectives and organisation. Key activities in PLM Initiatives include Organisational Change Management (OCM) and Project Management. Lastly, it addresses the PLM Initiative, showing the typical steps and activities of a PLM project or initiative. Enhancing readers' understanding of PLM, the book enables them to develop the skills needed to implement PLM successfully and

achieve world-class product performance across the lifecycle.

This book constitutes the refereed proceedings of the 10th International Conference on Software Business, ICSOB 2019, held in Jyväskylä, Finland, in November 2019. On the occasion of its tenth anniversary the conference theme this year was "The First Decade and Beyond" and focused on the development during the past decade, addressing the future of software-intensive business as well as studies on new and emerging ideas. The 18 full papers and 10 short papers presented together with 3 invited talks, 6 emerging research papers and a tutorial were carefully reviewed and selected from 52 submissions. They are organized in the following topical sections: software ecosystems; management of software products; continual improvement and product development; impacts of digitalization; software business education; software startups and digital business.

Purchases from external suppliers represent 20% and up to 80% of companies' total revenue and keeping these expenses down is a critical issue for global financial performance and competitiveness. As a result, the requirements of Executive Management with respect to the Purchasing Function have greatly increased over the past few years. The Purchasing department must prove that it can have a positive impact on product quality and innovation, and also EBIT or working capital, and that it is contributing to decision-making regarding the company's strategic investments. The argument put forward in this work is clear: the Purchasing Function is no longer a

"support function" that simply carries out purchase requests. It is now a "Business & Financial Partner" of Executive Management, and it must substantially contribute to crafting and implementing strategy, and to financial steering, risk management, and value creation. It must be part in the company's key decisions, which mainly rely on financial criteria, and work across all functions with the other Functional and Operational divisions. The Purchasing Function should serve as an active contributor to the company's competitiveness, on equal footing with the other functions. This book is intended for Purchasing departments as well as Executive Management and Finance departments that wish to successfully transform the Purchasing Function into a strategic driver for performance and value creation for their company. Its aim is to provide the reader with a clear and concrete 7-step method to implement in order to make the changes expected by Executive Management and stakeholders, and thus holds the keys to writing Purchasing's new roadmap to success.

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

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Ecodesign wordt bij de implementatie van de circulaire economie gezien als een van de cruciale hefbomen voor succes. Met dit boek bieden de auteurs inzicht in het vakgebied ecodesign en de relatie met de circulaire economie en moedigen ze ontwerpers aan om duurzame producten te ontwikkelen. Ecodesign staat voor het integreren van ecologie in het ontwerpproces van alle mogelijke producten, gaande van speelgoed, verpakkingen, huis-tuin-en-keukenproducten tot technische producten zoals vorkliften of medische scanners. De rode draad bij ecodesign is levenscyclusdenken: voor elke fase van de levenscyclus van producten, van het ontginnen van de grondstoffen tot het afdanken van het product, streeft de ontwerper ernaar om de milieu-impact te minimaliseren. De ecodesign-hulpmiddelen die ingezet worden tijdens het ontwerpproces worden in dit boek grondig besproken. Deze hulpmiddelen dienen enerzijds om bestaande

producten te screenen op hun milieu-impact en anderzijds om de ontwerper te gidsen om milieuverantwoorde producten te ontwerpen. Verder komen ook actuele trends aan bod zoals biomimicry en de vierde industriële revolutie, die gericht zijn op de transitie naar een duurzame maatschappij en die de ontwerper kunnen inspireren. Dit is een herwerkte, ge-peer-reviewde editie. Commercializing technology is not easy. There are many complicated decisions to make: Where to get ideas? Which to pursue? Whom to hire? Where to manufacture? How to fund? Create a startup or license to another? As Commercializing Innovation: Turning Technology Breakthroughs into Products shows, you need a systematic method to answer such questions and bring sophisticated products and services to market. In this book, successful technology entrepreneur and professor Jerome Schaufeld offers a step-by-step commercialization process that begins with assessing technology from a variety of sources and ends with taking viable products into the market. As he shows, by applying systematic processes to technology commercialization, you can create a greater number of useful products while improving the probability of their success in the marketplace. Using case studies and models, as well as the experience Schaufeld has accumulated over the years, Turning Tech Breakthroughs into Products shows readers how to: Source technology that can be turned into

products Recognize an opportunity to create a viable product Perform feasibility analyses before sinking too much money into a project Find the right method and means to introduce the product to market Plan the project down to the last detail Execute the project in ways that improve chances of its success Schaufeld also covers topics of great importance to entrepreneurs and business developers, like why manufacturing in the Third World is not always the best option, how to abide government regulations without letting them cripple your project, and how to compete globally when good ideas and the money to fund them now come from every corner of the world. As a successful entrepreneur, consultant, and professor of entrepreneurship at a leading U.S. engineering school, Schaufeld's unique vantage point allows him to provide cogent insights into both the theoretical and practical aspects of bringing products to market. By following his methods, you will improve your chances of creating successful products.

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