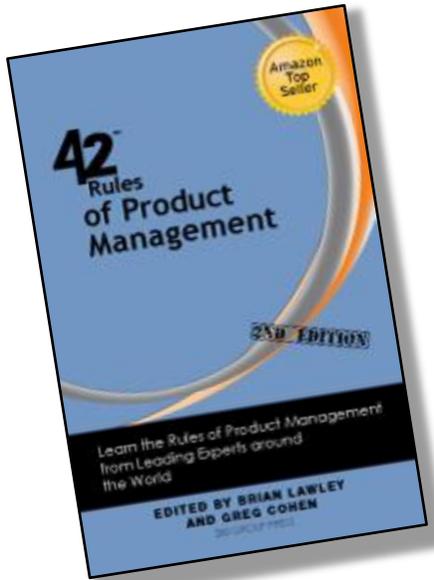


Learn the Rules of Product Management from Leading Experts Around the World



The goal of this book is to expose you to the wisdom and knowledge from a group of the world's leading product management experts. Among the contributors, there are leading authors, professors, CEOs and vice presidents, bloggers, consultants, trainers, and even a few salespeople and engineers. In total, there are over five centuries of collected wisdom represented here.



Brian Lawley

The contributors each share one rule they think is critical to succeed in product management based on their hands-on product management and product marketing experience with companies such as Apple, eBay, Intuit, SAP, and Yahoo!.



Greg Cohen

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