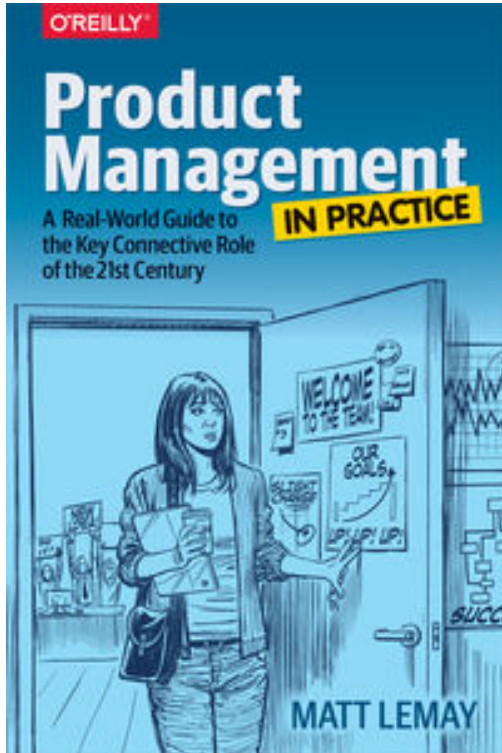


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In this book, author Matt LeMay focuses on the CORE connective skills—communication, organization, research, execution—that can build a successful product management practice across industries, organizations, teams, and toolsets.

For current and would-be product managers, this book explores:

Real-world tactics for facilitating collaboration and communication
How to talk to users and work with executives
The importance of setting clear and actionable goals
Using roadmaps to connect and align your team
A values-first approach to implementing Agile practices
Stories that convey realities of product management in the field
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