How to become the CEO of Product: Mastering Product Management and using it to solve problems of Ecommerce customers and business (Building products for the internet Book 1)

CEOs of Product (aka Product Managers) are the superheroes for todays technology-savvy, internet-dependent, and always-on-the-move civilization. They, with their product management skill-set, build (online) products like mobile apps, websites, mobile sites, etc. that solve for most of our daily problems/needs like buying grocery, shopping fashion, switching jobs, booking cabs, reading news, watching videos, sharing updates, etc. This book helps you become an effective â€˜CEO of Productâ€™ by teaching you how to build products that are not only being used but also being loved by its customers. Written for entrepreneurs, students, and management professionals, this book takes you through the roller-coaster ride of learning product management and applying the same in the e-commerce industry. Coupled with well-illustrated images, the book starts by defining â€˜Productâ€™ and explaining the lifecycle of a product (how a product is born, built and bettered). Next, it puts these fundamentals to use in the e-commerce space. The book ends with a chapter around the various challenges that a CEO of Product faces and the guidelines that s/he should religiously follow to make sure that s/he is building the best products. This book covers in good depths the lifecycle of data (using analytics & statistics for decision-making), the lifecycle of an SKU (starting from the manufacturers location and ending into the hands of customers), and the shopping cycle of an e-commerce customer (having stages like discovery, payment, etc.). Importantly, all the commonly-heard concepts like Wireframes, Roadmaps, Prioritization, MVP (Minimum Viable Product), PRD (Product Requirement Document), KPI (Key Performance Indicator), UX (User Experience), etc. are also explained in good detail.

Crime, Violence, and Global Warming, Brain Games #7: Lower Your Brain Age in Minutes a Day (Brain Games (Unnumbered)), Legacy of the Gladiators: Italian Americans in Sports, Doin California with Your Pooch!: Eileens Directory of Dog-Friendly Lodging & Outdoor Adventure in California! (Vacationing With Your Pet Travel Series), Deer Hunting In North America, Three Witches, Information Technology: GNVQ Intermediate, How Zombies Conquered Popular Culture: The Multifarious Walking Dead in the 21st Century (Contributions to Zombie Studies),

[PDF] Crime, Violence, and Global Warming

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