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Product Roadmaps Relaunched

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Product Roadmaps Relaunched is an excellent guide for creating and maintaining product roadmaps. The roadmap is a critical — and frequently missed — opportunity to articulate why you are doing this product, why it's important, and why the things on it are absolutely vital to success. What is the book about?

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Product Roadmaps Relaunched offers a great overview of the importance of product roadmaps, their relationship to product managers and product strategy, their significance as a communication tool, and the ways that they've changed and evolved over the years.

Book Review: Key Takeaways from Product Roadmaps Relaunched

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

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" Product roadmaps matter. You can't build a great company unless you have a great strategy and a product roadmap is a way of clearly articulating that strategy. This book makes it clear how to develop the core components of a roadmap, the problem set, the value propositions, and areas of focus for the customer. "

Product Roadmaps:

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LIMITED TO 12 ATTENDEES Roadmaps get the blame for over-promising and either delivering late or delivering underwhelming results (or both). In this hands-on masterclass, legendary product leader Bruce McCarthy walks you through his process for building a product roadmap, by establishing your product's vision and developing your product themes.

Masterclass: Building Your Product Roadmap - Business of ...

Product Roadmaps Relaunched: How to Set Direction While Embracing Uncertainty teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests.

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25 copies of the book Product Roadmaps Relaunched (additional books available at a discount) Exercises include: Interactively discuss the components of a roadmap and the role each plays. Develop a product vision. Develop business objectives. Develop themes and features. Prioritize according to value/effort. Develop a draft roadmap for your product or service

Workshops — Product Roadmapping

Product Roadmaps Relaunched 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 delivering on company strategy.

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Product Roadmaps Relaunched reveals best practices for managing product strategy using roadmaps with lots of examples, including how roadmaps change through the life cycle and how to incorporate feedback from customers, stakeholders, and your target markets.