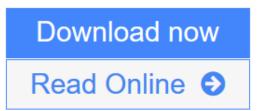# Intercom on Product Management

Des Traynor , John Collins (Editor)

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Software is eating the world and product managers are getting to decide what's on the menu.

This book by the team at Intercom, a rapidly growing San Francisco software startup, is designed to help those working in the ever evolving field of product management

Since Intercom began in 2011, its team has been writing about how it approaches the product challenges it faces. How do you decide what to build? How do you decide what not to build? What questions should you ask beta users? How do you manage feedback?

Intercom on Product Management takes the best product posts from Intercom's award winning blog, Inside Intercom, and collects them together in actionable lessons for product managers. It's not the definitive book on product management, but we think it's a damn good place to start.

What you'll learn:
CHAPTER 1
Evaluating your product
CHAPTER 2
The thing about new features
CHAPTER 3
Which new features to build
CHAPTER 4
Getting the feature used

Intercom on Product Management was written by Des Traynor, co-founder of Intercom and edited by John Collins, managing editor of Intercom's blog.

Des has written extensively on product management and strategy and is a regular speaker on the topic at conferences like Business of Software, Launch and Mind the Product. John has over 20 years journalism experience covering technology and business issues, most recently for The Irish Times.

Intercom helps web and mobile businesses to see, engage, learn from, and support their customers in incredibly personal ways. More than 4,000 web and mobile businesses use Intercom to communicate with their customers.

Praise for Intercom on Product Management

"A valuable resource for anyone who wants to build products that customers will want to use time and time again." - Nir Eyal, author of Hooked: How to Build Habit-Forming Products.

"Moves beyond the cliches and platitudes and provides astute, actionable advice on modern product management. I'd put it at the top of the reading list for anyone that has anything to do with building great products." - Dharmesh Shah, co-founder and CTO of HubSpot.

"Really, really really good. Even better, easily accessible, so you can spend just a few minutes scanning through it and pick up something of value to use quickly." - John Koetsier, VP of Product at VentureBeat.

"While books about design and programming abound, resources for the product manager are scant. Intercom has been filling that void with excellent blog posts and now a book of guidance, Intercom on Product Management." - Ryan Singer, Product Manager at Basecamp

Intercom on Product Management Details

Date   : Published February 10th 2015 by Intercom
ISBN   :
Author : Des Traynor , John Collins (Editor)
Format : Kindle Edition 88 pages
Genre   : Business, Nonfiction, Design, Management, Entrepreneurship

Download and Read Free Online Intercom on Product Management Des Traynor , John Collins (Editor)

From Reader Review Intercom on Product Management for online ebook

Filip Mi?oszewski says

Fast & clear read, that's giving you the basics, some useful frameworks as well as pointing out a few slippery slopes of product management. And that's basically it. More like a well-written blog post that could use a bit more research data or just dive deeper. Also, I do appreciate it for not being too salesy.

Diana says

I actually enjoyed reading this "collection of blogposts". Of course, if I have put the expectations high, I would have not given it 4-stars. But it did meet my expectations of summarizing the product management activities while adding a pinch of advice here and there. Quick, nice read.

Mittul Desai says

Intercom does it again. They have nailed the art of product management and are evangelizing it well too. This book is a quick glance at what a PM should and should not do, common caveats, tips and tricks. It also links some brilliant articles and books. All in all a no-brainer must read for a newbie PM.

Tomasz Tomaszewski says

Fajna krótka ksi??eczka, b?d?ca doskona?ym wprowadzeniem do product managementu i pokazuj?ca jak to robi? w Intercom.io. Polecam!

Aparna says

A small and concise book about Product Management. Gives you all the basics. Made me more inquisitive about the topic. Will definitely grab another book.

Alex says

Short, smart & deep. These guys know how to talk to customers. 101 reading for PMs.

Parastoo says

I really enjoyed reading this book. It has a lot of tips for you about how to manage the product roadmap and how to say yes or no to features. totally recommended.

Borith says

Great introduction of overall software product management.

It's easy to read and follow.

Dominic Wong says

Words of wisdom from a team that has "been there, done that."

Matheus Gonçalves says

Um guia completo para o gerenciamento de produto. Completo, mas não aprofundado. Mas muito provavelmente irá te instigar a estudar e ir atrás dos pontos abordados.

Em determinados momentos da leitura, senti que o meu produto ainda está alguns passos atrás. Estou certo que irei abrir este livro novamente e reler alguns capítulos quando chegar a hora.

Agus Jakarta says

A must read book for every PMs out there!

Alan says

Uma leitura rápida sobre aspectos importantes do Gerenciamento de Produtos. É uma introdução legal ao tema, sobre definição de roadmaps, prioridades, lançamento de novas features, etc. Para quem está fazendo um bom trabalho, o essencial é saber dizer não para novas demandas descoladas do propósito do produto. Ser fiel ao propósito do produto é essencial para atingir bons resultados, porém é algo muito difícil que deixamos de lado. Leia primeiro esse, e depois o https://www.goodreads.com/book/show/2... para uma visão geral da área.

Jeff Standard says

This book fared better than most "collections of blog posts" in that there's a good amount of solid, practical advice for newer product managers. The feature checklists are clearly written from experience, as are the "reasons" PMs will hear for why feature X MUST be built, when it actually shouldn't. They started to sell a Intercom a bit hard in the last chapter which detracted from things a bit, but it was done with relevance. I moved my company to Intercom for a few of the communication reasons they outlined.

A nice, quick, recommended read for PMs to brush up on how to keep a focused roadmap.

Anderson Dias says

This is a small, concise and introductory book on Product Management. Even it's based on the original blog posts, you feel like they were well curated and polished in order to give life to this book.
It's fulfilled by authors experiences, with successes and failures. But, its lack of scientific references and profound researchs makes this piece a little shallow.
As I said before, that's a great introduction to a much wider subject.

Pavlo Huk says

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