

SIX THINGS

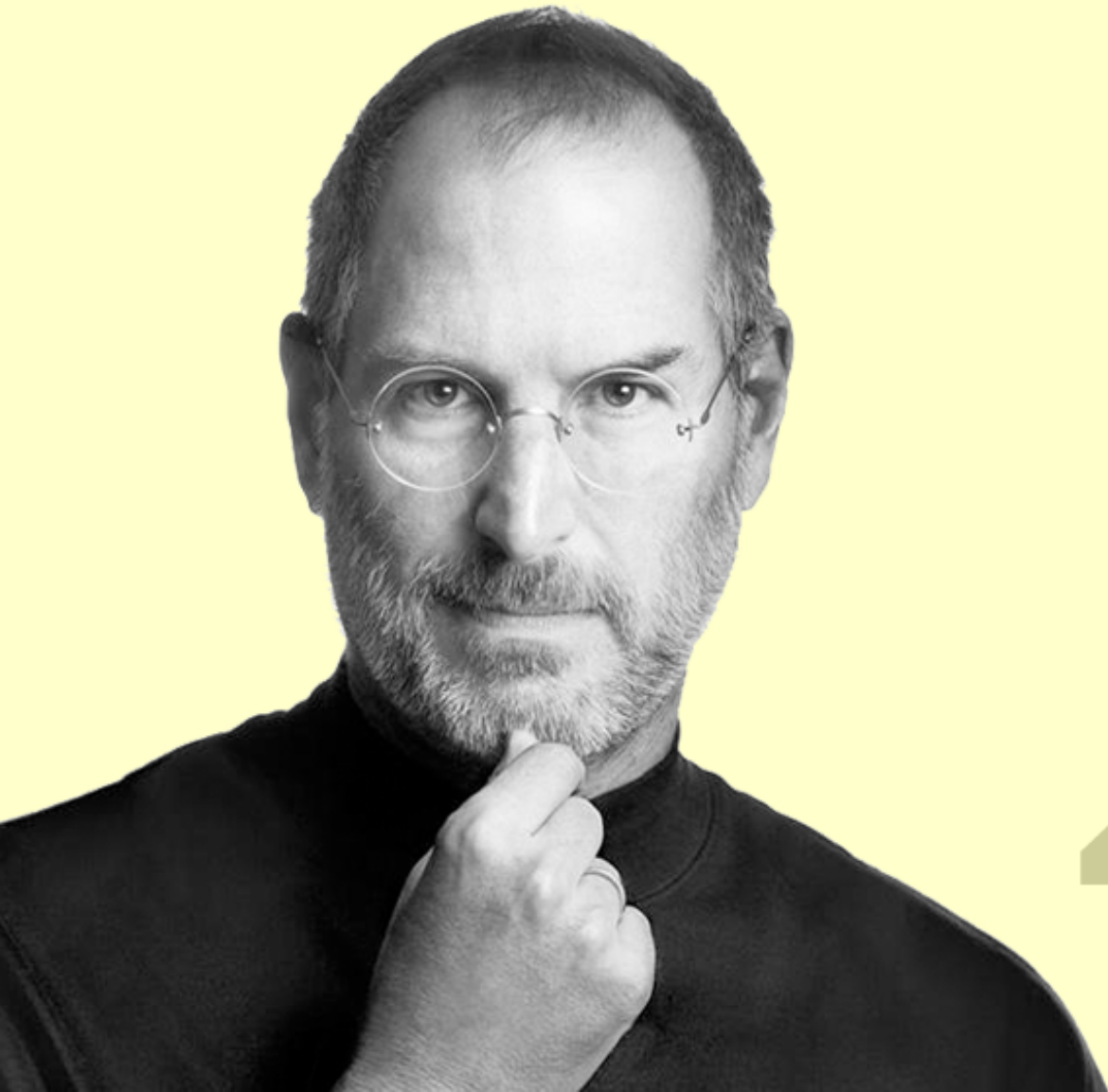
**I WISH I KNEW BEFORE BECOMING
A PRODUCT MANAGER**

By Chris Cummings

WHO YOU *THINK* YOU ARE
DEFINES WHAT YOU'LL DO



**WHO *OTHERS* THINK YOU
ARE *IMPACTS* YOUR SUCCESS**



**YOU ARE (NOT JUST)
AN IDEA FACTORY**



**YOU MUST GET OUT FROM
BEHIND YOUR DESK**



YOUR JOB IS EXPLICABLE

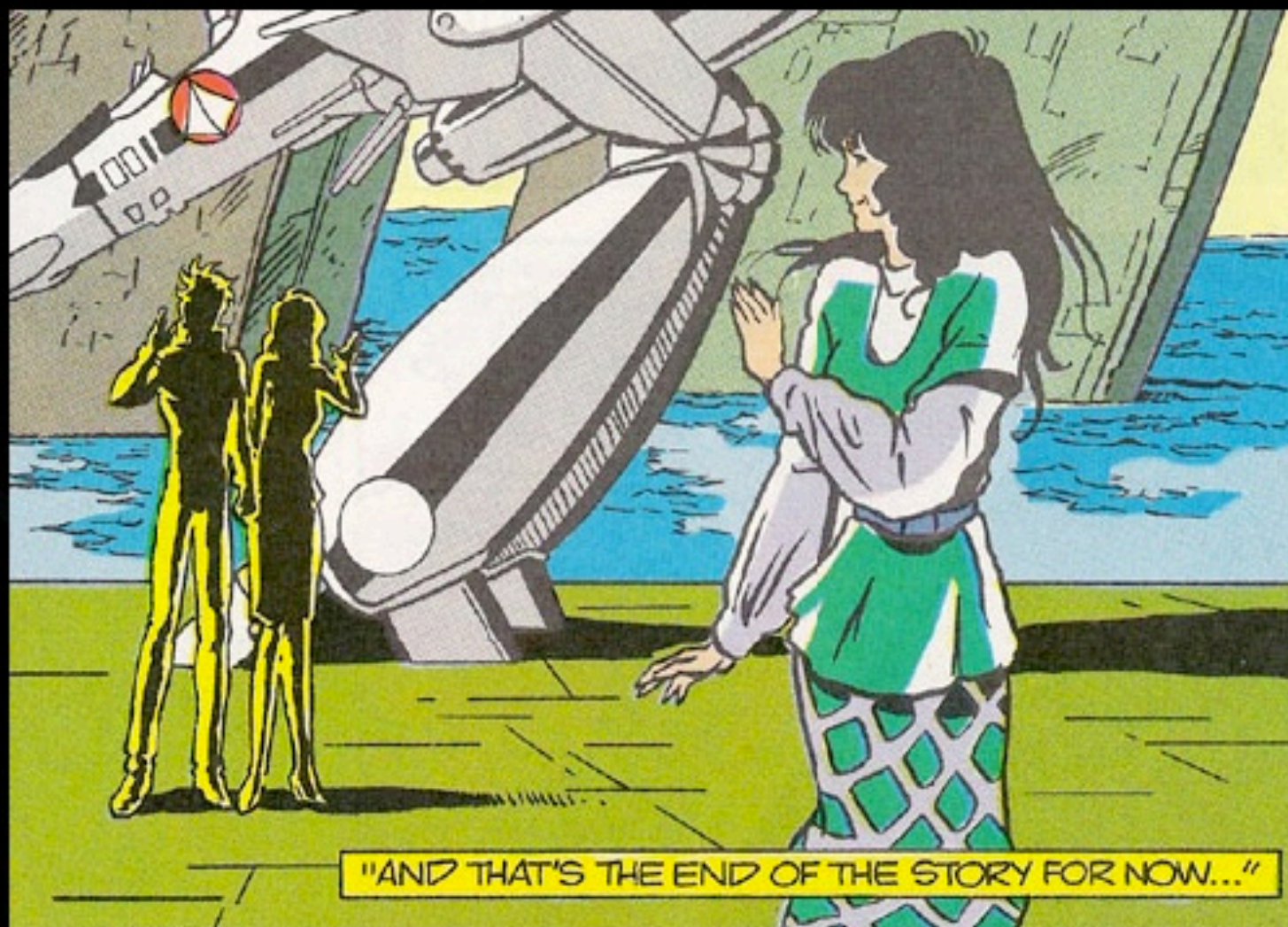
The aim of
[product management]*
is to know and understand
the customer so well the
product or service fits
him and sells itself.



* Drucker was actually talking about marketing.

**YOU NEED EMPATHY *AND*
KILLER INSTINCT**





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