

# Product Management

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Product

# The premise



What the  
company  
can do

**Product**


What  
customers  
want to  
achieve



# The two sources of value



# Product



What firm  
can do

**Product**

**Challenge 1:  
Companies  
generally do not  
know why  
customers buy  
the product**



**What firm  
can do**

**Challenge 2: What  
firms do and what  
customers need  
are very different  
fields to work with**

**What  
customers  
want to  
achieve**



# Challenge 3: Nothing is static

Changes in the  
competing  
products



Changes in the  
goals and needs  
of the users



# How to **Align**

what the company  
can do with what  
customers want to  
achieve



# How to **Adapt**

to the in the  
changes users'  
needs, competition  
and technology

# Product management

**Product  
management**

**Product  
organization**

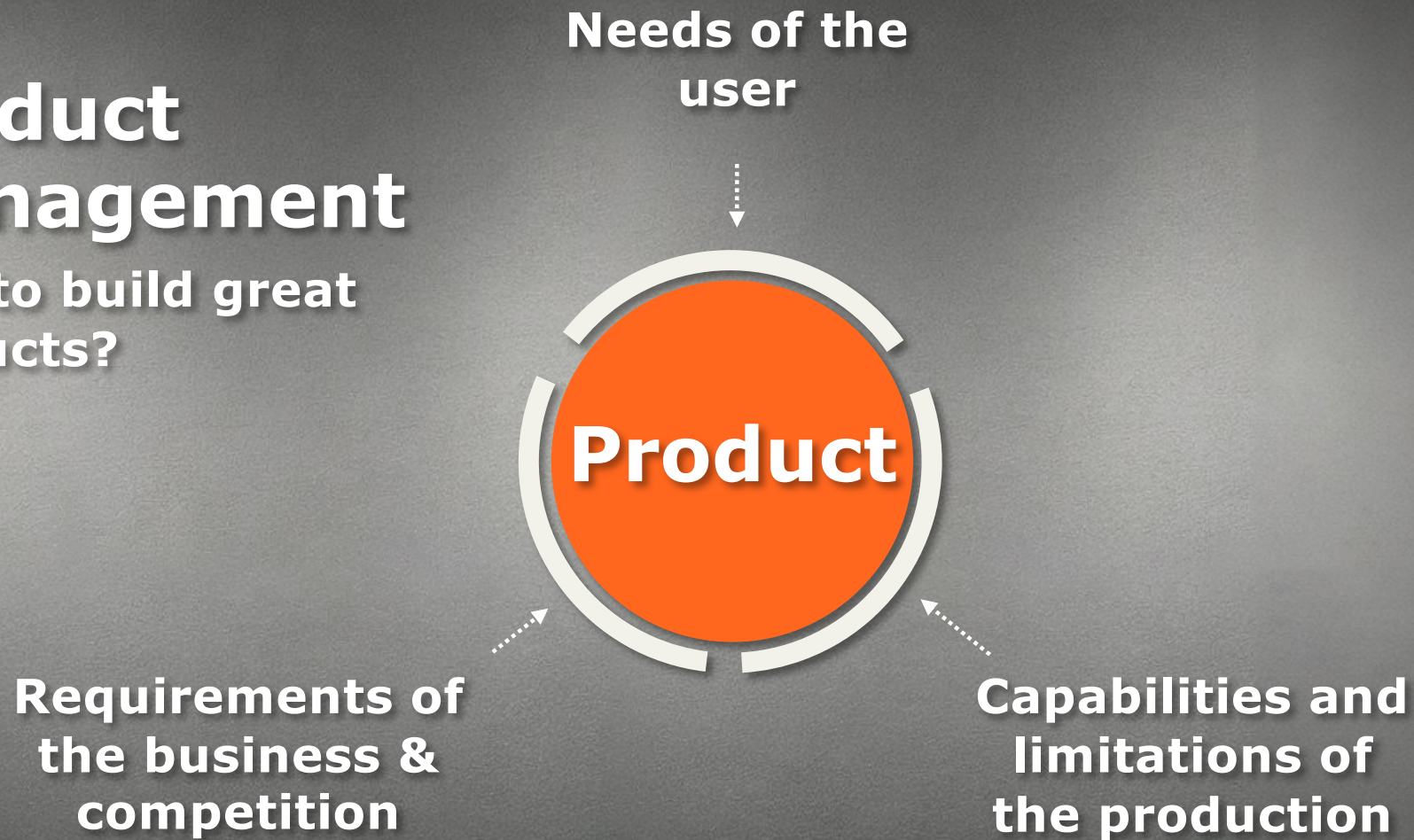
**Product  
leadership**



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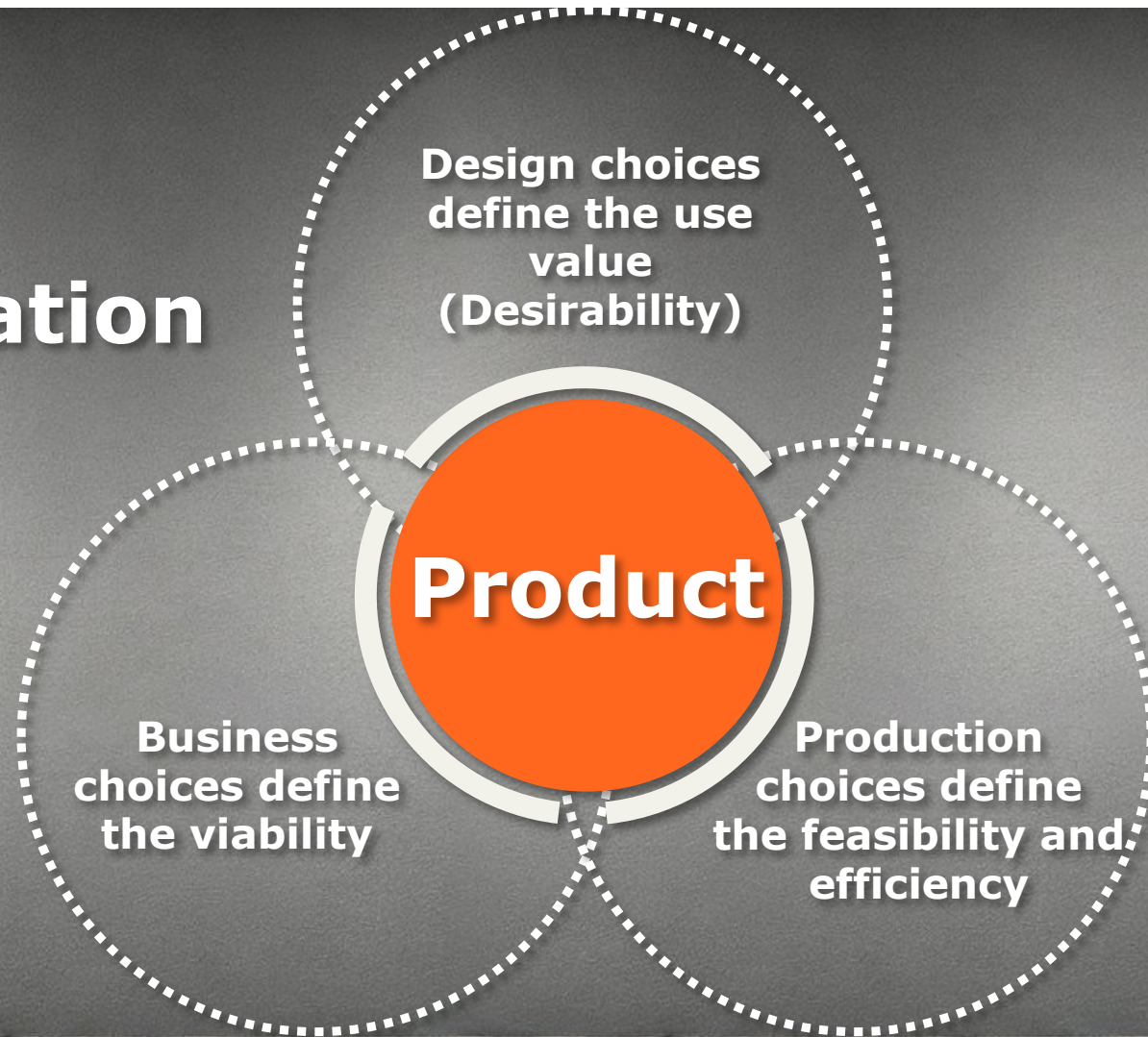
# Product management

How to build great products?



# Product organization

How to coordinate product decisions?



# Product leadership

How to develop product competence?



# Three perspectives on product management

## Product management

How to build great products?

## Product organization

How to coordinate product decisions?

## Product leadership

How to develop product competence?



**Welcome to the  
course!**



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**Product**