

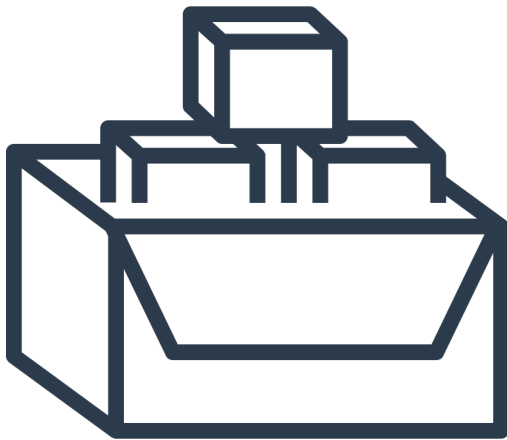


MODUL 1

LEADER SHIP

Was ist Produkt- Management?

Was ist ein Produkt?



- ✓ Ergebnis eines Herstellungsprozesses
- ✓ Physische Sache, Dienstleistung oder digitale Plattform
- ✓ hat einen Preis
- ✓ erzeugt einen Nutzen für Käufer oder Anwender

Was ist Produktmanagement?

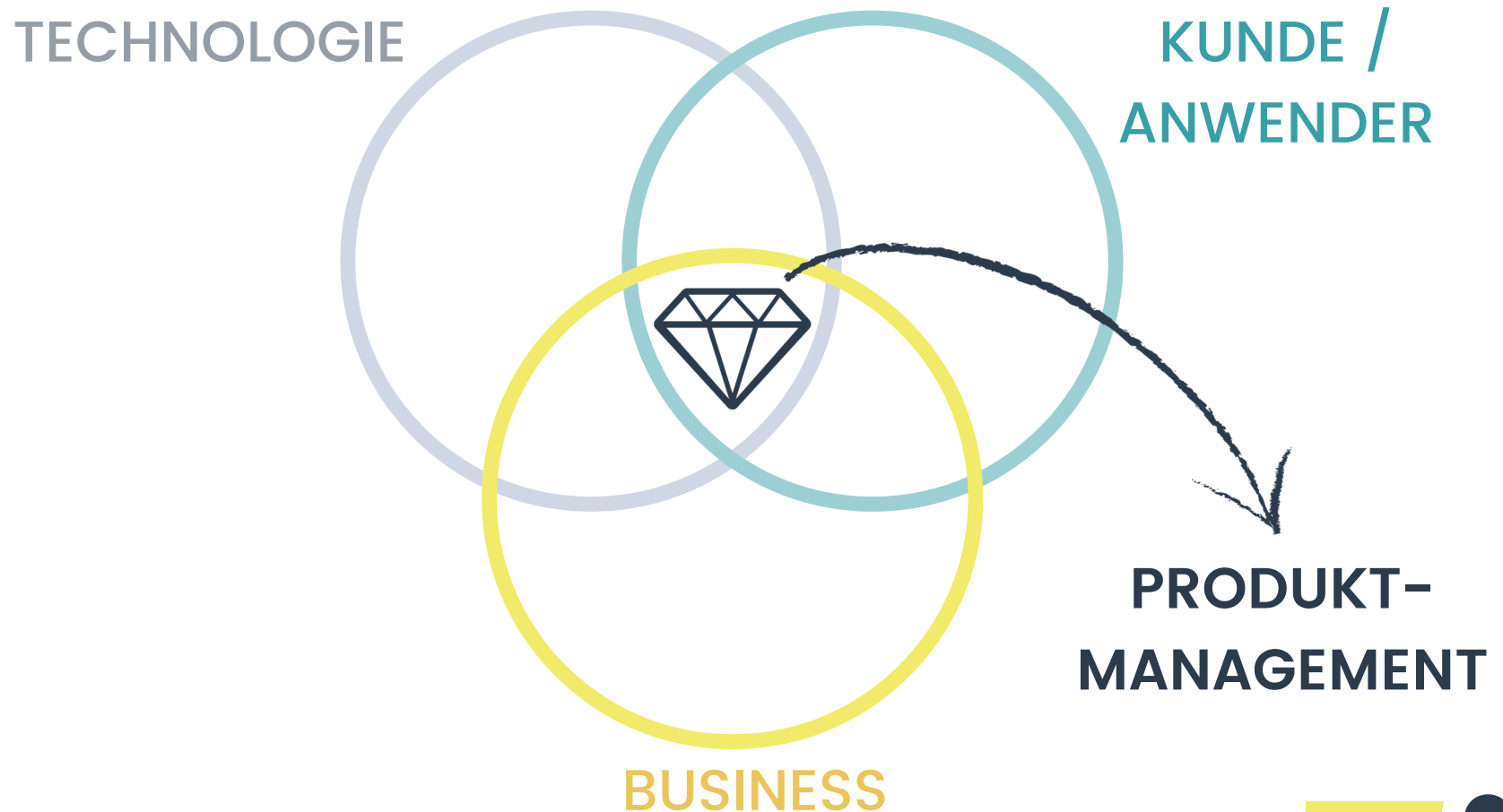
“Product Management is a career, not just a role you play on a team.

The product manager deeply **understands both the business and the customer to identify the right opportunities to produce value.**

They are responsible for **synthesizing multiple pieces of data**, including user analytics, customer feedback, market research and stakeholder opinions, and the **determining in which direction the team should move.**

They **keep the team focused on the why** – why are we building this product, and what outcome will it produce?”

Was ist Produktmanagement?



A man with grey hair, seen from behind, stands on a balcony or walkway looking out at a modern, multi-story building with glass facades. The scene is brightly lit, suggesting daytime. The man is wearing a dark suit and light-colored trousers. The background shows various levels of the building and a clear sky.

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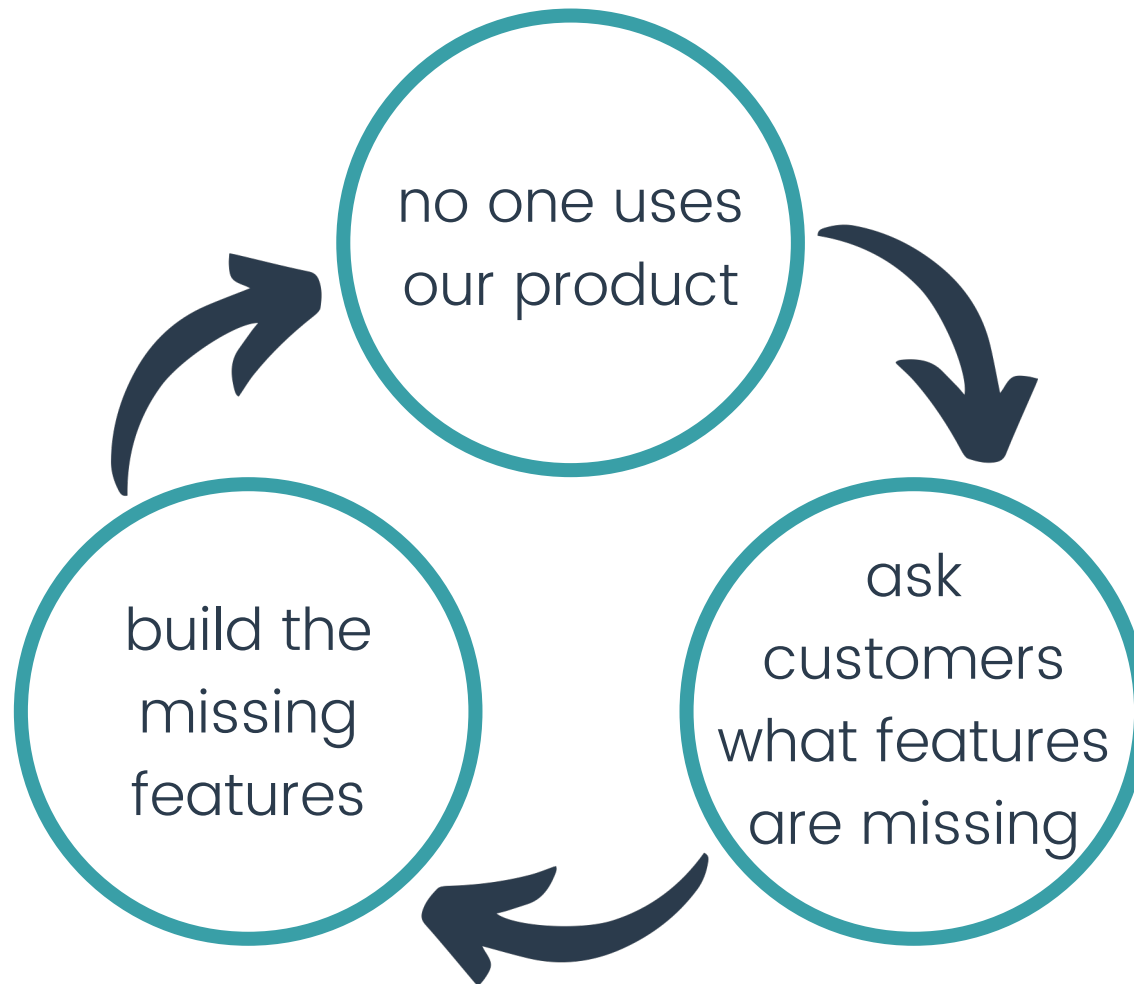
**A good product manager
is the CEO of the product.**

BEN HOROWITZ



**Product management is not
a role of power but a role of
serving and influencing.**

Product Death Cycle



The background of the slide features a silhouette of a person in mid-air, jumping over a deep canyon. The scene is set against a vibrant sunset sky with warm orange and yellow tones. The canyon walls are dark and silhouetted against the bright sky.

Don't ask for permission,
ask for forgiveness.



“

**Produktmanagement ist, was
ein Produktmanager macht.**

DR. HERBERT LIPPMANN

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