



## The Pmo Playbook: Effective Product Life Cycle Management

By M S Leslie O Magsalay

Createspace, United States, 2012. Paperback. Book Condition: New. 236 x 188 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The PMO Playbook: Effective Product Life Cycle Management is a unique self paced guide for executives and program management professionals. It has valuable information that contributes to improving definition and execution of the portfolio roadmap. The first Part of the book, Portfolio Execution, guides executives to a better understanding of the key role they play in defining the product portfolio and how to most effectively lead their Program Management Office. For PMO professionals it provides insight to the process that drives all of their efforts. The second Part of the book, Effective Product Life Cycle Process, provides an overarching framework for effective Phase Exits, product launches and program team management accompanied by the detailed how to that enables program managers to bring products to market consistently. It is designed to be read with a pen, inviting participation with an abundance of exercises, activities, assessments, cases and checklists. It also combines information for program managers, functional managers, executives and customers into a single package they can apply directly. This book should be used with The PMO Practice Templates, The...



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