

Smart Move: How to Become a Product Manager Companion Resource Guide

Introduction

You have read [Smart Move: How to Become a Product Manager](#). Now it's time to take massive action.

This guide provides you a list of recommended books, courses, trade associations, networking opportunities and other valuable resources.

Recommended Books

- [MICROSOFT SECRETS](#): How the World's Most Powerful Software Company Creates Technology, Shapes Markets, and Manages People. This is an old book. But, one of the authors is a professor from MIT. They did an excellent job to document the inner working of Microsoft. I particularly enjoyed their descriptions of the rise of program management function inside Microsoft. This book provides insights into the strategy, politics, processes, and people aspects of running a successful software company. It also gives you a clear picture of the difference between product management and program management. Trust me – this book is highly relevant to today's companies.
- [The Everything Store: Jeff Bezos and the Age of Amazon](#). A great book that documented the growth and evolution of Amazon. You should pay special attention to Amazon's customer obsession, its constant A/B testing to use data to make decisions, and its small and nimble team approach. As a product manager, you can learn many things from this book.
- [The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World](#). Great story telling about Uber, Airbnb and other “Unicorn startups” in the Silicon Valley. A new generation of product leaders and product managers have played key roles in these companies. Many valuable lessons and takeaways.
- [The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth](#). The “PayPal Mafia” (i.e. a group of former PayPal employees who ended up starting multiple billion-dollar companies) is highly successful and influential. Have you ever wondered why they were so successful? This book gave you inside look into Peter Thiel's playbook. This is a great read. I took many notes when I was reading it. And I keep re-reading it.
- [The Effective Executive: The Definitive Guide to Getting the Right Things Done](#). Peter Drucker wrote this in the early 1960s. It's still highly relevant to today's world. In fact, I'm amazed by how forward-looking Peter Drucker was when he wrote this book. No doubt he is a giant of modern management thinking. I give a copy of this book to every manager on my team. As a product manager, you'll be easily distracted. This book teaches you how to focus on the right thing and communicate effectively.

Recommended Trainings from Pragmatic Marketing

All of the recommended classes are good but they are NOT cheap. If you're paying out of your own pocket, take the first Foundations class. Once you get into Product Management, get your employer to pay for the rest.

- [FOUNDATIONS: Principles of Pragmatic Marketing](#)
- [FOCUS: Strategic Product Planning](#)
- [BUILD: Create Remarkable Products](#)
- [MARKET: Resonate with Buyers](#)
- [LAUNCH: Prepare to Sell](#)

Recommended Personal Development Books and Courses

Improve writing

- [On Writing: A Memoir Of The Craft](#). You should listen to the audio version of this book, narrated by Stephen King who wrote the book. I was in tears. It shows the power of effective writing and storytelling.
- [THE ELEMENTS OF STYLE](#). A classic that I recommend to everyone who wants to improve writing.
- [On Writing Well, 30th Anniversary Edition: An Informal Guide to Writing Nonfiction](#). This book fundamentally changed how I approach writing. I read this book before I wrote my MBA application essays. I got into a top MBA program. I cannot wait to introduce this book to my young children.

Improve oral communication and presentation

- [Dale Carnegie Course](#): Warren Buffet said this was the best investment he ever made. I took this class myself. You will either like it or hate it. Some people don't like it because they feel the course teaches people to be insincere and be manipulative. I think it helps me to understand social dynamics. You can apply many of the principles in an ethical way that is consistent with your personal values. You should attend a free class before signing up. It's not cheap but it can be very effective for the right student.
- If you don't want to spend the money on the Dale Carnegie Course, you should at least read [How To Win Friends and Influence People](#)

Product Management Associations / PM Meetups

I have listed the PM associations/meetups I know or I can find on the Internet. I'm sure I'm missing quite a few. I want to give you an idea of the vibrant PM community out there. Go out to find and interact with product managers. You need a network to support you as you walk along the journey to move into Product Management.

- Atlanta GA – [Technology Association of Georgia – Product Management](#)

- Austin TX – [ProductAustin Meetup](#)
- Boston MA – [Product Management Association](#)
- Chicago IL – [Chicago Product Management Association](#)
- Los Angeles CA – [Product Manager Meetup](#)
- New York NY – [Software Product Management Meetup](#)
- Portland OR – [Product Management Meetups in Portland](#)
- Raleigh/Durham NC – [Product Management Meetups](#)
- St. Louis MO – [Product Management Group](#)
- San Diego CA – [San Diego Product Management Meetups](#)
- Seattle/Puget Sound WA – [Pacific Northwest Product Management Community](#)
- Silicon Valley CA – [Silicon Valley Product Management Association](#)
- Washington DC – [Washington Product Management Meetups](#)