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# Product Management Managing Existing Products

Author: Asomi Ithia

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*Managing Existing Products will help you create a cadence for managing products that are already in market*

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## Book Contents

Acknowledgements

Welcome

Introduction

Context

1

Product scenarios  
Stakeholder engagement  
Business, customer & product

2

Vision, problem and solution statements (revisited)

3

Product targets

4

Creating the product strategy and roadmap

Select and prioritise areas of focus  
Create roadmap  
Fluid strategies and roadmaps

5

Delivering

Roadmap deep dive  
Backlog preparation  
Delivery  
Go live supporting activities  
Measuring outcomes and moving forward  
Sharing product performance data and insights



Case study

That's it

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Get more information about this and the **Product Management Series of 4 Books** at:  
<https://productmanagementseries.com>