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Joaquim Torres

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Cuidar do andamento de um projeto de software é uma tarefa que requer diversos conhecimentos. Saber lidar com pressão de clientes, anseios do time de desenvolvimento, necessidades da equipe de vendas. Como negociar prazos? O que deve ser desenvolvido primeiro no roadmap do meu produto? Como aumentar a retenção de usuários? Essas e várias outras questões perseguem o gestor de produtos no seu dia a dia.
Neste livro, Joaquim Torres responde essas perguntas e mostra como é o dia a dia do trabalho de um gestor de produtos, mostrando todos os conceitos necessários para quem quer um dia ter esse papel na sua empresa.

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