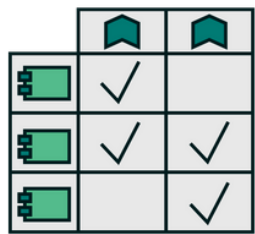


A good product manager will



Spec out what the product should do and the road map for where it will go over time



Determine and maintain the messaging matrix.



Present the product to management and get feedback from the execs.

A good product manager will

- Work with **engineering** to get the product built according to spec
- Work with **design** to make it intuitive and attractive to the target customer
- Work with **marketing** to help them understand the technical nuances in order to develop effective creatives for the messaging matrix
- Work with **customer support** to write necessary instructions, help manage problems, and take in customer requests and complaints.
- Work with **sales and finance** to make sure this product has a market and can eventually make money.
- Work with **PR** to address public perceptions, write the mock press release, and often act as a spokesperson.