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He is the CEO and Founder of the 280 Group, author of six best-selling Product Management books, including Product Management for Dummies and one of the creators of the Optimal Product Process™. He is also the former President of the Silicon Valley Product Management Associat Brian Lawley is recognized as a thought-leader and authority on the profession of Product Management and Product Marketing.

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Product Management for Dummies covers several important areas such as: what a Product Manager is, what they do, why it's important for companies to have managers for their products, the Product Lifecycle (why it's important and what should happen during each stage).

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