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New Job Skills Book is Now Shipping for Aspiring Product Innovators & Leadership Teams, with May 30th Launch Event

Professional content cultivates a real-world product delivery mindset; published by global top five academic publisher Routledge, Taylor & Francis Group

A new book, *Power Up Product Management: A Quick Start Guide*, is now available on Amazon and other book selling platforms to upskill those new to product and services creation, delivery and go-to-market roles. Authors Allison J. Taylor, a Silicon Valley based entrepreneur and tech business consultant, and Chris Naunheimer, engineer and academic, teamed to deliver a practical and engaging guide with exercises and real-life vignettes based on their varied work experiences. Foreword material includes relevant perspectives from across industry (Microsoft, Salesforce, Claro), venture capital (Menlo Ventures), top academic institutions (Harvard, UCLA, Northwestern), and product design. Globally applicable for those new to product or managing product teams, the book content can be leveraged to cultivate a mindset that empowers building and monetizing customer-centric solutions, regardless of using AI or traditional product lifecycle methods.

“Today’s job market needs product leaders with the right mindset, not just those who solely follow AI-prompted checklists. AI will greatly expedite and impact the product management profession, yet the ability to manage through consequences, adapt, and ultimately lead to monetizable customer delight will never fully fade, as *Power Up Product Management: A Quick Start Guide* helps instill,” said author entrepreneur Allison J. Taylor, Founder and CEO of Thought Marketing LLC and Discerna.ai. “We recognize that technical tools will change by the day, yet we hope the guide’s enduring mindset of leading a concept through to a selling, well-loved service or product provides a worthwhile legacy of insight.

For those in their first 90 days in a new product-related job role, this guide is designed especially for you.”

Happy Hour & Book Signing Event, May 30, 2025:

On Friday, May 30th from 5-8PM in San Francisco, Salesforce AI solution innovator Valo.ai will host a book launch event. Registration is required to attend:

<https://www.valo.ai/events/happy-hour-may-2025>

Select attendees will receive signed copies of *Power Up Product Management: A Quick Start Guide* by Allison J. Taylor, with remarks from former Salesforce Shield product manager and Valo.ai CEO Jari Salomaa.

The evening promises valuable and timely conversations, actionable product advice, and a welcoming space for product/services builders, go-to-market leaders, and those seeking to break into the product management profession. The hosts encourage you to register the broad range of people that need access to understanding product delivery, whether Boards drawn from other job functions, mentees and future founders, for a celebration of innovator community, learning, and leadership. Further global book tour locations and dates will be published soon. Interested parties can contact info@thoughtmarketing.com.

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