

The Product Managers Desk Reference Steven Haines

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The Product Manager's Desk Reference by Steven Haines is one of those books. Anyone working not just in product management but also marketing and business development should take the time to read and absorb the comprehensive body of knowledge that Steven has organized around product management."

THE PRODUCT MANAGER'S DESK REFERENCE

The Product Manager's Desk Reference uses the progression of the practitioner across the career cycle as well as the progression of the product across its life cycle to establish clear guidelines as to what must be done, when, by whom, and with what level of expertise.

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The Product Manager's Desk Reference (2nd ed) has been referred to by many as the bible of product management. Its easily accessible content provides the knowledge, tools, and insight you need to establish yourself as a cutting-edge product manager who contributes measurably to your company's success.

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I would recommend this desk reference to all product management and marketing professionals as a "first read" before they begin any work on their products or services. Knowing why they are doing what they are suppose to be doing is critically important to the success of their business. it has been my experience as a business leader after having invested in reading it cover to cover.

The Product Managers Desk Reference

The Product Manager's Desk Reference is punctuated with useful diagrams, tables, and templates and will help you: Create a master plan of record for your product ; Formulate actionable strategies ; Incorporate market data into important decisions ; Set the stage for creating innovative products ; Optimize existing products and product portfolios

The Product Manager's Desk Reference

by Steven Haines

The Product Manager's Desk Reference Steven Haines' Desk Reference is a comprehensive reference guide that covers the product management process and the essential skills and responsibilities of the PM, including market analysis, understanding customer needs, segmentation, owning the product roadmap, and more.

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