

The Product Managers Desk Reference Steven Haines

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The Product Managers Desk Reference

The Product Manager's Desk Reference is the first book to lay down a comprehensive body of knowledge for this critical function, and it is the only book that can effectively guide product managers so that they can establish and build a successful career in product management.

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"The Product Manager's Desk Reference is a practical guide to the activities fi rms need to engage in to build the discipline of product management. When actively utilized, the Desk Reference promotes consistency and standardization of methodology, which in turn leads to repeatable process, good decision making, and positive outcomes.

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Even for someone like myself who has practiced as a Product Manager for some time, this book is just what it's title states, a great Desk Reference. I would highly recommend it to anyone who is looking for a comprehensive description of the role and an ACTIONABLE set of processes and templates. Ernie Harris, President - Tampa Bay PDMA [...].

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"The Product Manager's Desk Reference is a practical guide to the activities fi rms need to engage in to build the discipline of product management. When actively utilized, the Desk Reference promotes consistency and standardization of methodology, which in turn leads to repeatable process, good decision making, and positive outcomes. This is an incredibly valuable resource."

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The Product Manager's Desk Reference (2 nd ed) has been referred 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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If I could have had The Product Manager's Desk Reference 10 years ago, I would have been able to avoid years of discovering what it is I was supposed to be doing! Even for someone like myself who has practiced as a Product Manager for some time, this book is just what it's title states, a great Desk Reference.

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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."

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