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The Product Manager's Desk Reference 2E [Book]

The Product Manager's Desk Reference is a comprehensive reference for the product management process, useful for anyone who works in product management and product marketing. The PMDR's The Product Master Plan is the 'plan of record', considered an anchor, an archive, and a point of reference for people who may come and go.

The Product Manager's Desk Reference 2E

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The Product Manager's Desk Reference embodies everything "Product Management." It is a comprehensive, versatile, must-have resource for anyone who works in any company, in any industry, who seeks to successfully and profitably market and manage products and services.

The Product Managers Desk Reference

"The Product Manager's Desk Reference is a practical guide to the activities firms 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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This book is full of practical knowledge and tools making a good reference book for product managers. It provides ideas and approaches for handling many of the typical product management responsibilities, moving out of the theoretical and into action. Some ideas are more basic, but overall a solid book to have on any product manager's desk.

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"The Product Manager's Desk Reference is a practical guide to the activities firms 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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The Product Manager's Desk Reference (2nd 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.

The Product Manager's Desk Reference - By Steven Haines ...

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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It is packed full of templates, scenarios and all kinds of other useful tools to help those of us in the profession. Haines' insight helps to demystify this often nebulous and inconsistently structured role, and truly lifts the curtain and shows how a well-oiled product management system should run.

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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.

The Product Manager's Desk Reference by Steven Haines

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