

## The Product Manager's Desk Reference (2nd Revised edition)



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### **Reviews**

*Basically no terms to clarify. It can be written in basic terms instead of difficult to understand. I am easily could get a enjoyment of reading through a composed publication.*

*(Dr. Hazel Ziemann IV)*

## THE PRODUCT MANAGER'S DESK REFERENCE (2ND REVISED EDITION)



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Product Manager's Desk Reference (2nd Revised edition), Steven Haines, Whatever your business sells, product management is one of the most important functions in the organization's pursuit of profits. With ever expanding globalization and increasingly fierce competition, the stakes are higher than ever - and the room for error narrower than ever. Introducing a brand-new Product Management Life Cycle (PMLC) model, The Product Manager's Desk Reference, Second Edition, 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. In this fully revised edition of the definitive product management guide, veteran product management thought leader and practitioner Steven Haines clearly illustrates the entire product life cycle, from beginning to end. The Product Manager's Desk Reference is packed with an array of best practices and helpful hints that are critical to the efficient management of products. Written for practitioners by a practitioner, The Product Manager's Desk Reference explains how to: choose and justify which products to build; plan for their profitable creation and deployment; develop and launch them; manage them once they enter the market; gracefully retire them and replace them with new products; and efficiently allocate investments across all of the products in an organization. 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. Praise for The Product Manager's Desk Reference: "There are some books that are destined to become classics in their field. 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...



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