



The Product Managers Field Guide: Practical Tools, Exercises, and Resources for Improved

By Linda Gorchels

McGraw-Hill. Paperback. Book Condition: New. Paperback. 228 pages. Dimensions: 9.1in. x 7.3in. x 0.6in. The ideal companion to the authors bestselling The Product Managers Handbook, The Product Managers Field Guide expands upon the overview and the responsibilities of product managers and delves into specific skills, abilities, and competencies to help them improve their performance. It provides readers with tools and exercises for functions such as marketing, planning, forecasting, and new product development and offers step-by-step instructions for activities designed to monitor and assess product-planning efforts. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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