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The Product Manager's Desk Reference By: Steven Haines Table of Contents + Introductory Chapter PMDR Abridged Table of Contents Chapter 15: Synchronizing the Gears - The Marketing Plan for the Product The Marketing Plan for the Product Is a Functional Support Plan Getting Organized Marketing Plans Always Begin with Strategy Building a ...

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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

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This is a solid desk reference for less experienced product managers. If you have many years of experience, you may find this book somewhat basic. I would highly recommend this book if you are starting a Career in product management. It is also a

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great book to read if you are 1-2 years into the position and need some added guidance. It really

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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

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