



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

By Steven Haines

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...



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