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The Product Managers
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The Product Manager's Desk Reference is punctuated with useful diagrams, tables, and templates and will help you:

- Create a master plan of record for your product ;
- Formulate actionable strategies ;
- Incorporate market data into important decisions ;
- Set the stage for creating innovative products ;
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Assumptions Using
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REFERENCE

If I could have had The Product Manager's Desk Reference 10 years ago, I would have been able to avoid years of discovering what it is I was supposed to be doing! Even for someone like myself who has practiced as a Product Manager for some time, this book is just what it's title states, a great Desk

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The Product Manager's Desk Reference 2E by Haines, Steven ...

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

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level of expertise.

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