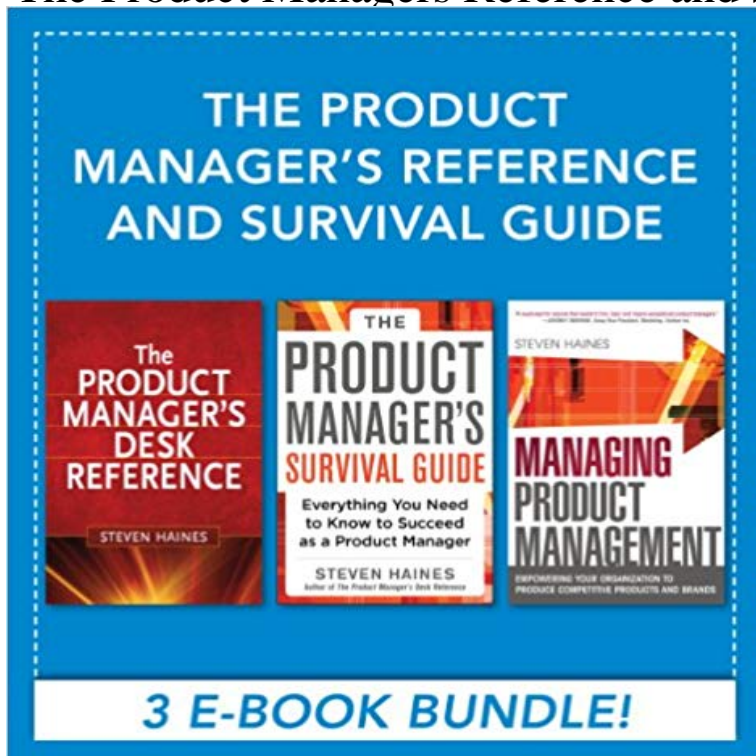


The Product Managers Reference and Survival Guide



Three E-Books in One The Product Managers Desk Reference Whether a business sells tangible goods or services, product management holds a critical position in the organizations pursuit of profits. Because traditional departmental roles continually evolve, and because the business climate is so competitive, the job of product manager has become exceedingly critical yet it remains very complex. The Product Managers Desk Reference is the first book to lay down a comprehensive body of knowledge for this critical function, and it is the only book that can effectively guide product managers so that they can establish and build a successful career in product management. Here, product management expert and practitioner Steven Haines clearly illustrates the entire product life cycle, from beginning to end. This outstanding work is packed with an array of best practices and helpful hints which are critical to the efficient management of products. The Product Managers Survival Guide The Product Managers Survival Guide provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management. Whatever your level of experience--whether youre a novice product manager or seasoned Product Management leader--youll find everything you need to make consistent positive impacts on your business. With this practical guide in your hands, you have the most powerful tool available for increasing your productivity quickly and dramatically--in a way that is noticeable and measurable. Managing Product Management Does your company use Product Management to its fullest potential? In Managing Product Management, Steven Haines lays the groundwork for moving Product Management out of a supporting role and establishing it as a vital, strategic partner

with other business functions. He provides a solid, implementable framework that takes you step-by-step through a process that will transform your company in profound ways. Design and support cross-functional product teams to steer a product line and deliver agreed-upon business results Institute a governing model that sustains Product Management in its dynamic role

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