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The Product Managers Desk Reference Steven Haines

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The Top 10 Books for Product Managers (and Aspiring PMs)

5 Books for Product Managers

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Top 10 Best Product Management Books To Read In 2020

Steven Haines on What is World-Class Product Management? What do product managers do? - Agile Coach
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Agile Product Ownership in a Nutshell Product Management for Dummies | Ben Sampson
The 5 Product Management Personas and How to Hire Them - Jason Shen
Day in the Life of a Product Manager

Is Product Management (PM) Right For You? | Ft. Google APM Rishi Tripathy
How to Build a Product

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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 ; Optimize existing products and product portfolios

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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.

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Creating Business Cases for Product Investments 124
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Testing Planning Assumptions Using Sensitivity Analysis 126 ...
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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 into action. Some ideas are more basic, but overall a solid book to have on any product manager's desk.

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The Product Manager ' s Desk Reference Steven Haines ' Desk Reference is a comprehensive reference guide that covers the product management process and the essential skills and responsibilities of the PM, including market analysis, understanding customer needs, segmentation, owning the product roadmap, and more.

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The Project Manager's Desk

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Reference. Suitable for project managers worldwide. This edition provides a step-by-step blueprint for overseeing virtually any project. It covers: various methods and software for risk management; hands-on information on models, planning, and system thinking; innovative checklists and forms to keep each project on target; and more.

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