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~~Steven Haines, Author~~

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

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5 Books for Product  
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Steven Haines on What  
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Agile Coach \ "Building  
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Team " by Martin  
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Management for  
Organizational Success  
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What Are the Basics of a~~

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Product Manager Role  
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punctuated with useful  
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you: Create a master  
plan of record for your  
product ; Formulate  
actionable strategies ;  
Incorporate market data

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into important decisions  
; Set the stage for  
creating innovative  
products ; Optimize  
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guide to the activities firms need to engage in to build the discipline of product management. When actively utilized, the Desk Reference promotes consistency and standardization of methodology, which in turn leads to repeatable process, good decision making, and positive outcomes.

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Manager's Desk Reference [Book]

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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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The Product Manager's  
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Desk Reference 2E

[Book]

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Creating Business Cases  
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was supposed to be  
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someone like myself  
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some time, this book is  
just what it's title states,  
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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 manager who contributes measurably to your



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company's success.

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the Desk Reference promotes consistency and standardization of methodology, which in turn leads to repeatable process, good decision making, and positive outcomes.

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

This book is full of

*Page 26/81*

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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

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Reference" uses the  
progression of the  
practitioner across the  
career cycle as well as  
the progression of the  
product across its life  
cycle to establish clear  
guidelines as to what  
must be done, when, by  
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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

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and responsibilities of  
the PM, including  
market analysis,  
understanding customer  
needs, segmentation,  
owning the product  
roadmap, and more.

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product across its life cycle to establish clear guidelines as to what must be done, when, by whom, and with what level of expertise.

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knowledge of product  
management that you  
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can use to optimize your  
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Product management is one of the most important functions in the organization's pursuit of profits. With everexpanding globalization and increasingly fierce competition, the stakes are higher than ever--and the room for error narrower than ever. Introducing a

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"Steven Haines covers this multifaceted topic in a systematic manner that makes the book easy to navigate. His groundbreaking proposal that product management become a formal discipline is an accurate reflection of the acute need for these

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Managing one now  
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This book is a comprehensive and practical guide to the core skills, activities, and behaviors that are required of product managers in modern technology companies. Product management is one of the fastest growing and most sought-after roles by job seekers and companies alike. The availability of

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The Influential Product Manager teaches product managers how to behave at each stage



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of the product life cycle  
to achieve the best  
outcome for the  
customer. Product  
managers are under  
pressure to drive  
spectacular results, often  
without wielding much  
direct power or  
authority. If you don't  
know how to influence  
people at all levels of the  
organization, how will  
you create the best

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Managing Product

Management argues that product management should be reinstated as a key source of innovative ideas that solve broad market problems. It illustrates how to organize the product management function of a company to create, build, and produce innovative and game-

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changing products and services. Steven Haines is the founder and president of Sequent Learning Networks, a training and advisory services firm with an international client base. He held leadership roles for AT&T and Oracle and was adjunct professor at Rutgers University's business school.

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