

THE  
**PRODUCT  
MANAGER'S  
DESK REFERENCE**

SECOND EDITION

**STEVEN HAINES**

# The Product Managers Desk Reference Steven Haines



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*Creating and Marketing New Products and Services* Rosanna Garcia, 2014-04-11 This textbook teaches the key business and marketing principles needed to successfully design and launch new products and services in an international marketplace The book emphasizes marketing research techniques that can help firms identify the voice of the customer and

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**RESULTS** The world of business is moving at breakneck speed More is being demanded of everyone with fewer resources than ever In no profession is this more apparent than Product Management Written by one of today s leading Product Management thought leaders Steven Haines The Product Manager s 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 you re a novice product manager or seasoned Product Management leader you ll 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 The Product Manager s Survival Guide is conveniently organized into four sections I Getting Your Bearings Map out your plan to begin the journey to success II Learning the Product s Business Go beyond features and functions to become the product expert customer advocate and domain expert III Getting Work Done Synchronize and orchestrate the work of others to help everyone maintain focus on company goals IV Moving Forward Round out your experience to take the next critical steps in your Product Management career The only way to excel as a product manager is to develop a strategy for the long run Start formulating one now and you will be well ahead of your competition internally and externally The Product Manager s Survival Guide gives you the tools and insight you need to start putting the pieces in place now so you can succeed well into the future

**Software Product Management** Timo Wagenblatt, 2019-08-02 This book is for product managers product owners product marketing managers VPs and Heads of Product CEOs and start up founders In short it serves anyone interested personally or professionally in software product management You ll learn how to plan coordinate and execute all activities required for software product success It enables you to find the right balance for delivering customer value and long term product success The book offers a comprehensive introduction for beginners as well as proven practices and a novel holistic approach for experienced product managers It provides much needed clarity regarding the numerous tasks and responsibilities involved in the professional and successful management of software products Readers can use this book as a reference book if they are interested in or have the urgent need to improve one of the following software product management dimensions Product Viability Product Development Go to Market Product Marketing Software Demonstrations and Training The Market Your Customers or Organizational Maturity The book helps product people to maximize their impact and effectiveness Whether you re a seasoned practitioner new to software product management or just want to learn more about the best of all disciplines and advance your skills this book introduces a novel and business tested approach to structure and orchestrate the vital dimensions of software product management You will learn how to create focus and alignment on the things that matter for product success The book describes a holistic framework to keep the details that matter for product success in balance taking into consideration the limiting factors strategies and responsibilities that determine the overall product yield potential It explains how to leverage and adapt the framework with regard to aspects like

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