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The Product Manager's Desk Reference uses the progression of
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It is packed full of templates, scenarios and all kinds of other useful tools to help those of us in the profession. Haines' insight helps to demystify this often nebulous and inconsistently structured role, and truly lifts the curtain and shows how a well-oiled product management system should run.

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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 whom, and with what level of expertise.

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The Product Manager's Desk Reference is a comprehensive reference for the product management process, useful for anyone who works in product management and product marketing. The PMDR's The Product Master Plan is the 'plan of record', considered an anchor, an archive, and a point of reference for people who may come and go.

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The Product Manager's Desk Reference (2 nd ed) has been referred 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 company's success.

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