

The Product Manager's Desk Reference

Created for product managers, marketers, and business leaders who need a single, practical resource for all facets of product management, across the entire product life cycle. Unlike other academic textbooks, The Product Manager's Desk Reference is the first book to lay down a comprehensive body of knowledge for this critical function. This book is written exclusively from the perspective of the practitioner: Steven Haines has done each and every job in product management - across the life cycle and has led product and marketing organizations in companies like AT&T and Oracle. Steven shares his experience, his best-practices benchmarking, and his perspective on this critical business profession.

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