

BREAKTHROUGH STRATEGIES TO CONQUER MARKETS

The Comprehensive Practical Guide To Creating and Managing Profitable Products Across the Entire Product Life Cycle and Elevating Your PMEQ (Product Management Experience Quotient)

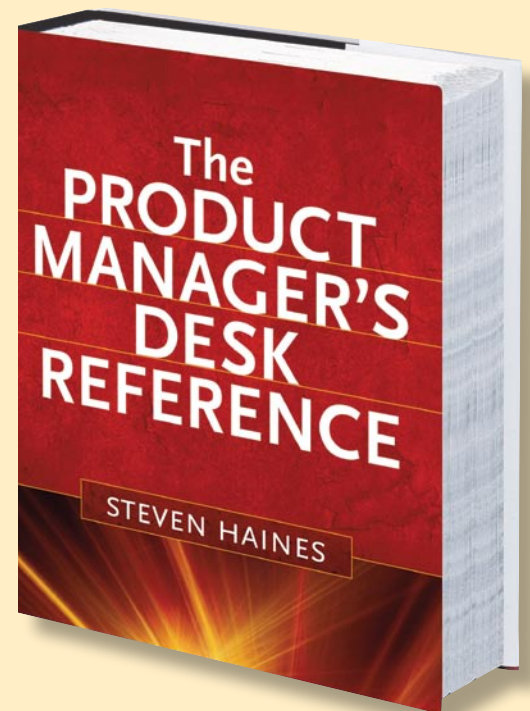
Learn How to:

- ◆ Eliminate Inefficiencies and Improve Your Organization's Performance
- ◆ Build and Lead Strong Cross-Functional Teams
- ◆ Clarify Roles, Responsibilities and Priorities
- ◆ Create Market-Focused Strategies
- ◆ Enhance Your Career Path

The first guidebook of its kind creating a *standard body of knowledge* for product managers and the executives who support them

700+ pages of how to achieve *best-in-class product management* across every stage of the life cycle

Packed with *practical tools* and *templates* you can immediately use on the job



"The Product Manager's Desk Reference is an essential resource for anyone in the product management field. 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 skills in the business community. The book will help anyone raise their 'Product Management Experience Quotient' and make them more effective in their job...."

*Dan O'Day - Sr. Director, Product Management
Thomson Reuters*

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.

Advance Praise for The Product Manager's Desk Reference

"The Product Manager's Desk Reference is an encyclopedic reference tool for product managers everywhere. The material is presented in an accessible, logical format with numerous useful templates and outlines. This book should be a prominent addition to every practicing manager's library."

Linda Gorchels – University of Wisconsin

"The Product Manager's Desk Reference reflects Steven's considerable experience and passion for product management. This book is a comprehensive work that is much more than a text book. Each section draws on Steven's personal experience and includes insights into the 'why' and 'how' questions that are critical to the successful practice of product management."

Bill Shannon, VP - Pitney Bowes

"This book is the quintessential, comprehensive body of work on product management. It deserves a spot not only on the desk of every product manager, but within reach of every person involved in the creation, sales or support of a product."

Therese Padilla, President - AIPMM

"Haines strikes the perfect balance between theory and practice, combining actionable, practical advice from his extensive professional experience, with just the right amount of background for why product managers need to care about the underlying principles. This is an invaluable reference."

Tom Svercek, MD - Corporate Executive Board

*"This book very accurately addresses the challenges I have faced during my time in product management. I only wish such a complete resource as *The Product Manager's Desk Reference* had been available to guide me throughout my career. I believe that from now on, this book will stand as an important reference point for all product management teams".*

Mark Elliott - VP Smiths Detection

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