

The Product Managers Survival Guide Everything You Need To Know Succeed As A Manager Steven Haines

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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.

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With new content and expert advice, this updated edition of The Product Manager's Survival Guide brings you fully up to date on what you need to succeed as a product manager. For your professional future, you'll learn it's not the development technique that will help you get ahead, it's how you think like a strategically minded business person.

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