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The Product Manager's Handbook (4th Revised edition)

By Linda Gorchels

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Product Manager's Handbook (4th Revised edition), Linda Gorchels, This is the essential guide to seamless product management for today's fluid, unpredictable business world. Long considered the most useful and insightful guide of its kind, "The Product Manager's Handbook" has been fully revised and updated to give you the edge in today's challenging business landscape. It features expanded coverage of product development processes, intelligence-gathering techniques (including social media), and a greater emphasis on international issues. This indispensable resource proves that the techniques and tools product managers use are similar - regardless of what industry they work in and what kind of products they manage. Simply put, this book has everything you need for superior job performance - whether you manage consumer or business-to-business products created by an organization that is hierarchical or horizontal. "The Product Manager's Handbook" shows you how to integrate your organization's disparate segments into a cooperative, results-focused unit that produces satisfying products - from initial design through the postpurchase experience. If your job is to create and commercialize products, it provides the information you need to: Balance breakthroughs and line extensions; Create business cases - including competitive...



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