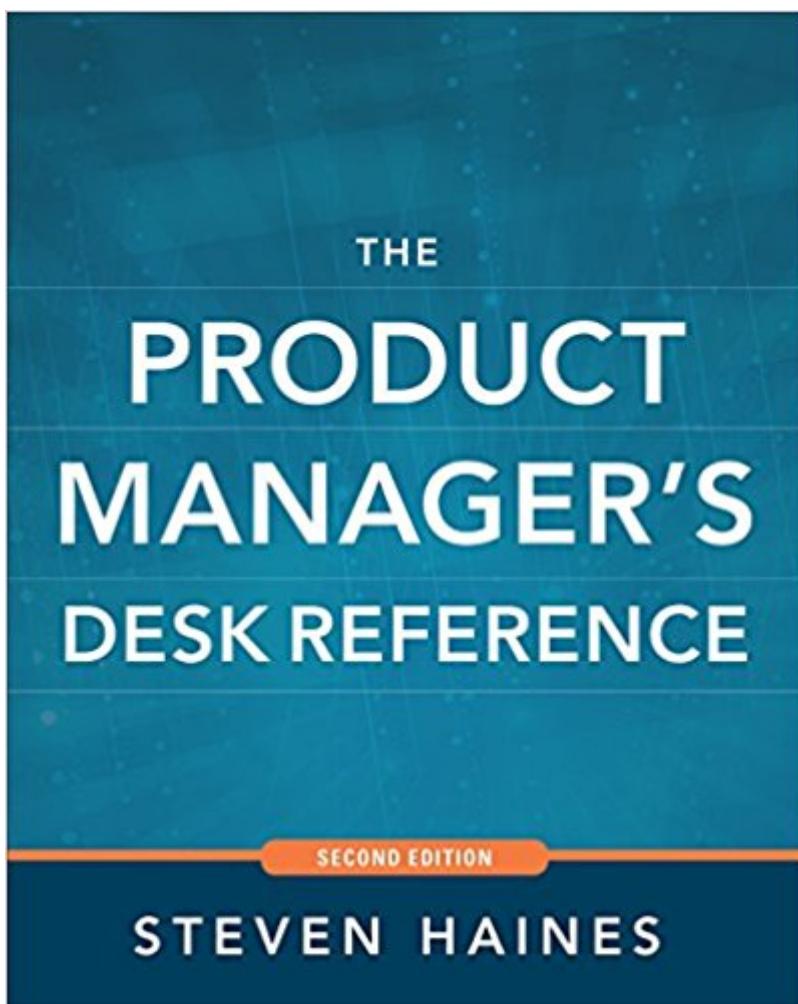


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# The Product Manager's Desk Reference 2E (Business Books)



## Synopsis

Whatever your business sells, product management is one of the most important functions in the organization's pursuit of profits. With everexpanding globalization and increasingly fierce competition, the stakes are higher than ever--and the room for error narrower than ever. Introducing a brand-new Product Management Life Cycle (PMLC) model, The Product Manager's Desk Reference, Second Edition, 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. In this fully revised edition of the definitive product management guide, veteran product management thought leader and practitioner Steven Haines clearly illustrates the entire product life cycle, from beginning to end. The Product Manager's Desk Reference is packed with an array of best practices and helpful hints that are critical to the efficient management of products. Written for practitioners by a practitioner, The Product Manager's Desk Reference explains how to: Choose and justify which products to build Plan for their profitable creation and deployment Develop and launch them Manage them once they enter the market Gracefully retire them and replace them with new products Efficiently allocate investments across all of the products in an organization The Product Manager's Desk Reference embodies everything "product management." It is a comprehensive, versatile, must-have resource for anyone who works in any company, in any industry, who seeks to successfully and profitably market and manage products and services.

PRAISE FOR The Product Manager's Desk Reference: "There are some books that are destined to become classics in their field. The Product Manager's Desk Reference by Steven Haines is one of those books. Anyone working not just in product management but also marketing and business development should take the time to read and absorb the comprehensive body of knowledge that Steven has organized around product management." -- AMANDA NOZ, Head of Positioning and Messaging, Alcatel-Lucent "Steven has done an excellent job of bringing a standard definition of the roles and responsibilities of this 'accidental profession' to the industry, and has provided a path along with tools to improve your skills within the product management profession." -- BRIAN WEBER, Manager of Product Management, Thomson Reuters "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." -- DAN O'DAY, Senior Director, Product Management, Thomson Reuters "From now on, this book will stand as an important reference point for all product management teams." -- MARK ELLIOTT, Vice President, Product Management, Smiths Detection "The Product Manager's Desk Reference is a practical

guide to the activities firms need to engage in to build the discipline of product management. When actively utilized, the Desk Reference promotes consistency and standardization of methodology, which in turn leads to repeatable process, good decision making, and positive outcomes. This is an incredibly valuable resource." -- DEBORAH LORENZEN, Chief Operating Officer, BNY Mellon University

## **Book Information**

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## **Customer Reviews**

STEVEN HAINES is among the world's top experts in product management. He is the founder of Sequent Learning Networks, a global training and advisory services firm based in New York City. He is also founder of The Product Management Executive Board, a professional association of senior executives who share a common bond in their quest for product excellence. Haines is the author of *Managing Product Management* and *The Product Manager's Survival Guide*.

Steven Haines is an absolute genius, especially when it comes to Product Management. I have read all of his 3-part series for Product Management and hope to attend one of the Sequent Learning Networks Product Management Training Sessions (Haines owns Sequent Learning Networks). The book outlines everything that you need to know to be effective as a Product Manager. Now, with the knowledge I've gained through reading this book, I actually teach Senior Product Managers some great techniques that this book discusses.

Really, the title says it all. This is the most valuable product management book I've bought. It's so thorough and well-written that I have been reading it straight through. It covers all aspects of Product Management, including strategy, forecasts, cross-functional team management, business cases, launch, and post-mortems. I cannot recommend this book highly enough. If you are a Product Manager, you can't afford not to get this book. My copy is filled with copious notes, underlines, highlights, and is dog-eared on many sections. I have recommended this book to my whole team. And no, I don't know the author. This is completely based on my own experience using this reference as a Sr. Product Manager for a major entertainment company.

Really new role for me and our company and this has been great for me. I have it handy for reference...and have already used quite a few of the templates, methodology and processes recommended. This is really a great base guide for someone new to the role - and really working to define the standards of the organization within a company.

This comprehensive desk reference is mandatory reading for my global team. We have taken the concepts and applied them in developing a global service business focusing on the consumer and our service value proposition. I would recommend this desk reference to all product management and marketing professionals as a "first read" before they begin any work on their products or services. Knowing why they are doing what they are suppose to be doing is critically important to the success of their business. It has been my experience as a business leader after having invested in reading it cover to cover. Well done Steven!

There is a world of literature and guidance in the domain of New Product Development and to a lesser degree existing Product Management. As a practitioner for more than 10 years, I, like most of my peers was not born a product manager but rather evolved into the role. If I could have had The Product Manager's Desk Reference 10 years ago, I would have been able to avoid years of discovering what it is I was supposed to be doing! Even for someone like myself who has practiced as a Product Manager for some time, this book is just what it's title states, a great Desk Reference. I would highly recommend it to anyone who is looking for a comprehensive description of the role and an ACTIONABLE set of processes and templates. Ernie Harris, President - Tampa Bay PDMA [...].

This has been a great book and refresher. I have been a Product Manager for several years and

use this book a lot for ideas on how to improve processes. I would recommend this book and the training Steven Haines company offers.

This book is very well written and addresses all the important elements of product management, from competitive analysis to customer insights and product development processes. It is very easy to read and provides an excellent overview of the key responsibilities of a product manager. On the downside, the author could have featured more detailed "real life" case studies. I still give the book a 5-star rating because it will keep you engaged and teach you a lot about product management.

I am working in a Product Managers environment for nearly 10 years. In my current function I am a Global Product Manager in a B2B business environment. I can say by experience that this book covers every element you will get in touch with being a Product Manager. I read several books about Product Management, but none are that complete and clear as this one. That's why I stated in the header; This book is the backbone for every Product Manager!

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