

## The Product Managers Desk Reference 2e

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The Product Manager's Desk Reference is a comprehensive reference for the product management process, useful for anyone who works in product management and product marketing. The PMDR's The Product Master Plan is the 'plan of record', considered an anchor, an archive, and a point of reference for people who may come and go.

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It is packed full of templates, scenarios and all kinds of other useful tools to help those of us in the profession. Haines' insight helps to demystify this often nebulous and inconsistently structured role, and truly lifts the curtain and shows how a well-oiled product management system should run.

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