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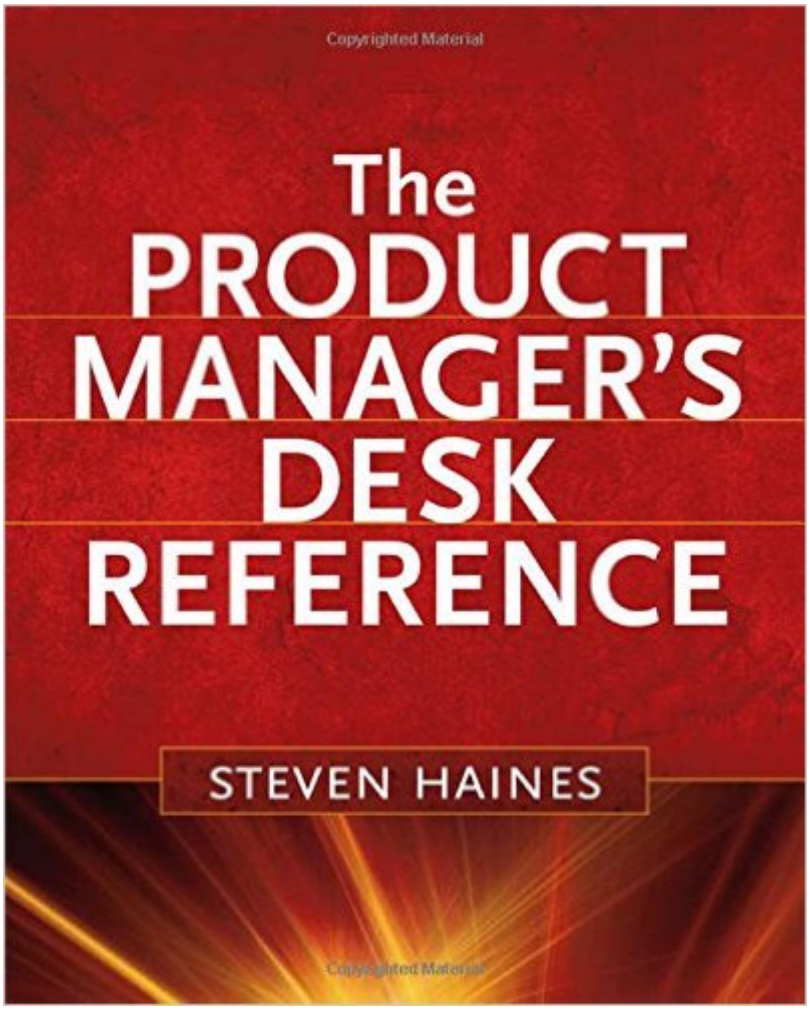
The Product Manager's Desk Reference



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Synopsis

THE 2nd EDITION of THE PMDR is NOW AVAILABLE: Go to:Â bit.ly/PMDR2If you loved the first edition of The Product Manager’s Desk Reference - You’ll want to get a copy of the 2nd edition.Â The Product Manager’s Desk Reference 2nd Edition greatly expands on the body of knowledge, with new tools, graphics, and emphasis on areas that include:The role of the product manager and how he or she engages cross-functionallyHow the complexity of global teams can be made easierAn updated Product Management Life Cycle Model that includes "discovery and innovation"Expanded focus on product design and definition, including the use of prototypes and early designs to engage customers and to get to market sooner!Improved methods to help you garner market insights and influence strategyAmplified focus on managing the business and financial performance of your productsUse of storytelling to gain support and lead teamsNew career development tools"The Product Manager’s Desk Reference is outstanding in covering the breadth of the tasks and thought processes involved in product and innovation management."-George Castellion, SSC Associates "Every product manager will greatly benefit from having this reference manual in their office as they live through the exciting twists and turns of product management." -David Anderson, Managing Director, B2B Channels, United Airlines "An excellent tool for beginners and experts alike. Steven Haines’s practical experience and knowledge shine through at every step." -David Rosshirt, Director of Product Management, First Data International "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 the book all product managers have been waiting for. It is concise, to the point, and comprehensive." -Jeff Anderson, Senior Vice President Product Management, Franklin Covey "Steven Haines covers this multifaceted topic in a systemic manner that makes the book easy to navigate. His groundbreaking proposal that Product Management become a formal disciple is an accurate reflection of the acute need for these skills in the business community." -Dan O’Day, Senior Director Product Management, Thomson Reuters About the Book Whether a business sells tangible goods or services, product management holds a critical position in the organization’s pursuit of profits. Because traditional departmental roles continually evolve, and because the business climate is so competitive, the job of product manager has become exceedingly critical--yet it remains very complex. The Product Manager’s Desk Reference is the first book to lay down a comprehensive body of knowledge for this critical function, and it is the only book that can effectively guide product managers so that they can establish and build a successful career in product management. Here, product management expert and practitioner Steven Haines clearly

illustrates the entire product life cycle, from beginning to end. This outstanding work is packed with an array of best practices and helpful hints which are critical to the efficient management of products.The Product Manager’s Desk Reference is punctuated with useful diagrams, tables, and templates and will help you: Create a master plan of record for your product Formulate actionable strategies Incorporate market data into important decisions Set the stage for creating innovative products Optimize existing products and product portfolios Apply financial techniques to manage product profitability 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.

Book Information

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Customer Reviews

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 (and it is a hefty volume of 700 pages!) to read and absorb the comprehensive body of knowledge that Steven has organized around Product Management. If that sounds too daunting, be reassured by the fact that this is a reference book as well, so specific topics can be accessed easily without reading the entire book.Steven demonstrates his vast knowledge of the true scope of the Product Manager’s role. After explaining the basics in the first module that goes through the Foundational Elements of

Product Management, the Desk Reference then explains the myriad details that position the Product Manager as the end to end owner of the business. Starting with the market analysis of the industry and competition, he then moves onto the fundamental elements of the role by teaching customer need analysis, market segmentation, forecasting and product planning. However he doesn't forget that a Product Manager needs to be the champion who can keep the process moving along with the Product Development team as well as being able to persuasively argue the business case to management to justify the product investment.In particular, I appreciated that he sees the Marketing function as intricately linked to the Product with the Marketing Plan and details of the Launch synchronized together with the Communications Team and Sales Channels.

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