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By Linda Gorchels. Publish yr note: First released June 1st 2000 The crucial consultant to seamless product administration for today's fluid, unpredictable enterprise world. Long thought of the main necessary and insightful advisor of its variety, The Product Manager's Handbook has been totally revised and up to date to provide you the sting in today's not easy enterprise panorama.

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The Product Manager's Handbook is an essential guide to successful product management in today's fast-changing business world. Eleven information-packed chapters, grouped in four handy sections, explain and analyze the product manager's role in both traditional, hierarchical organizations as well as newer horizontal, team-driven decision-making structures.

### The Product Manager's Handbook by Linda Gorchels

This is the fourth edition of this book—and it's aimed solidly at practicing product managers. While the first edition started out simply extending the discipline beyond traditional consumer packaged goods (and was primarily definitional), the next two editions began to add more fundamental tips and tools.

### Preface - The Product Manager's Handbook 4/E, 4th Edition ...

SECTION ONE: The Role and Operation of Product Management. 1. The New Product Management. 2. Introducing Product Management and Managing Product Managers. 3. The Role of Product Managers in the Organization. Case One: Heavyweight Product Managers. SECTION TWO: Planning Skills for Product Managers. 4. The Product Marketing Planning Process. 5.

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more! This was created by Carl and Brittany, two college students who had interned as product managers at technology companies, and found themselves wishing they had a resource like this to guide them.

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