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Incorporate market data into important decisions ;
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The Product Manager's Desk Reference 2E by Haines, Steven ...

This book is full of practical knowledge and tools making a good reference book for product managers. It provides ideas and approaches for handling many of the typical product management responsibilities,

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The Product Manager's Desk Reference Steven Haines' Desk Reference is a comprehensive reference guide that covers the product management process and the essential skills and responsibilities of the PM, including market analysis, understanding customer needs, segmentation, owning the product roadmap, and more.

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