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# The Product Manager's Desk Reference 2E



## 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

The 2nd edition of The Product Manager's Desk Reference lives up to the word "classic". The 2nd edition fine-tunes the messages in the 1st and will continue to serve as a unique resource for product managers. I'm particularly impressed with the revised tools to help product managers manage their careers to help leaders manage product managers. Well done!

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.

Exceptional resource for all product leaders. As a leader of large global product management teams for many years, and having set up a Center of Excellence for Product Management for my organization, I have had the opportunity to work with a variety of very smart and talented individuals who believed that they were "doing" product management, when in fact they were not. It is not their

fault. The role attracts people from many disciplines and they bring both the good and the bad habits along with them into the position. Product management is a specific profession, and like any profession, there are specific skills that must be comprehended and mastered in the course of professional development. Sadly, there is not a strong or large body of resources and knowledge that exists out there to demystify the required product management skill set and thus the scope and role of the product manager confuses and frustrates not only companies, but product managers too. Steven's book is a practical, no-frills, but approachable compendium for the profession of product management, and is a go-to-resource for any product manager that aims to excel and to truly lead "product" for an organization for the benefit of the individual and their overall organization. This is not an end-to-end read. This is something to be digested in doses, and as required for a specific task or set of tasks. On any given day, a product manager will face challenges from many directions, and a reference book like Steven's is a valuable asset - perhaps even a secret weapon - that will give the product manager the tools, templates, perspective, and confidence needed to make a positive impact to his or her organization.

The 2nd Edition greatly expands on the all-important management of current products and edition with a complete set of new templates, and user friendly graphics. Straight forward, immediately useful, and insightful discussions on new product design thinking and product definition enables savvy Product Managers and their companies to gain and maintain a competitive edge in the marketplace and makes this a must have for anyone managing products. I use the book as a reference with the Product Managers I work with, and as a reference/example/tool for the cross-functional teams I need to deal with. I have been leading Product Management teams for 20+ years.

Great book, good templates for documents and comprehensive in scope for product development. Works well for software development life cycle. Definitely leans towards waterfall development but seems appropriate to add structure to agile/scrum based product development.

The second edition of The Product Manager's Desk Reference continues to deliver on the tools, processes and knowledge required in the Product Management profession by new and experienced product managers. The Product Manager's Desk Reference should be considered an essential resource in a product manager's arsenal and referred to often. All of the visuals within the book have been updated making them easier to understand. The addition of a directory for all of the

illustrations and templates available in the beginning of the book make the process of finding and using them straightforward. Additional information has been provided on the product development process. Including the topic of design and appearance during the development of the product, along with the benefits of an iterative approach with customers and the product development team. Most useful, to me at least, is the inclusion through-out the book of the soft skills required by product managers to succeed. From how to engage people from other groups and improvement of communication through storytelling to partnering and orchestrating of all of the stakeholders and groups involved.

classic bible for pm's! would be even better if it came with link to download online templates since it's a pricey reference book. (many books do now since some people prefer the tangible book to ebook when keeping long term.)

I've been in the product space going on twenty years now and I've read a ton of books on the subject. This is a great primer for those that are new to the space and a good place for experienced folks to get some different ideas on how to structure their world. Haines talks about product people as mini CEOs and while some may think that is a tired analogy and/or unrealistic, whether you wield that level of influence or not I find that as a product manager or product innovator simply conducting yourself as such yields great results. I liked the first edition and I would agree with the majority of reviewers here, the second edition is a nice compendium of information that builds on the first.

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