

# The Product Manager's Field Guide - Linda Gorchels

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The ideal companion to the author's bestselling The Product Manager's Handbook, The Product Manager's Field Guide expands upon the overview and the responsibilities of product managers and delves into specific skills, abilities, and competencies to help them improve their performance. It provides readers with tools and exercises for functions such as marketing, planning, forecasting, and new product development and offers step-by-step instructions for activities designed to monitor and assess product-planning efforts. Author: Gorchels, Linda Publisher: McGraw-Hill Illustration: N Language: ENG Title: The Product Manager's Field Guide Pages: 00000 (Encrypted PDF) On Sale: 2003-10-05 SKU-13/ISBN: 9780071410595 Category: Business & Economics : Marketing - General

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