



## Managing Product Management: Empowering Your Organization to Produce Competitive Products and Brands

By Steven Haines

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Managing Product Management: Empowering Your Organization to Produce Competitive Products and Brands, Steven Haines, Create innovative, game-changing products with high-performance Product Management "A must-read for all business leaders driving their organizations to develop winning products and solutions. The book's insight and thought-provoking scenarios help crystallize actions needed to achieve growth and marketplace success!" -- Jerry Rose, VP Product Management, United Technologies Corporation, Fire & Security "An indispensable guide for any executive looking to develop a world-class Product Management organization. Haines outlines a 360-degree view of the practice and offers practical, accessible guidance to implement positive change." --David Desharnais, Group Director, Product Management, Cadence Design Systems "Excellent Product Management is critical to the success of any business. This [is] an indispensable guide to realizing the true value of Product Management in any business." --Nick Hallwood, VP Product Management, SHL Group, Ltd. "Haines's diverse industry experience is clearly evident in this well-written guide to creating a high-performance Product Management function." --George Coulston, VP Global R&D, Kennametal, Inc. "This easy-to-read, practical book is a natural extension of Steven Haines's passion for enabling businesses to make sustainable improvements to their products, services, and organizations. It...

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