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The Product Manager's Survival Guide is conveniently organized into four sections: I. Getting Your Bearings: Map out your plan to begin the journey to success; II. Learning the Product's Business: Go beyond features and functions to become the product expert, customer advocate, and domain expert; III.

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The Product Manager ' s Survival Guide has been helping product managers master their craft since its original publication. But six years has virtually transformed the way businesses plan, create, and manage their products, and this brand-new edition brings readers fully up to date to compete in the digital world.

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leader--you ' ll find everything you need to make consistent positive impacts on your business.

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but will also prove to be invaluable throughout your career.

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- A product management acumen assessment
- Action planning ideas at the end of each chapter
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