

# The Product Managers Desk Reference Steven Haines

Disaster Recovery, Crisis Response, and Business  
ContinuityEvery Manager's Desk ReferenceIslamic  
Desk ReferenceThe Human Resources  
GlossaryProactive Risk ManagementThe Product  
Manager's Handbook 4/EThe Political Campaign Desk  
ReferenceThe Product Manager's HandbookThe Art of  
Product ManagementFacilities Manager's Desk  
ReferenceThe Little Black Book for ManagersExam  
Prep for: The Product Managers Desk ReferenceThe  
Product Manager's Survival Guide: Everything You  
Need to Know to Succeed as a Product ManagerThe  
Business Acumen HandbookProduct Management in  
PracticeThe Influential Product ManagerThe NutriBase  
Nutrition Facts Desk ReferenceThe Product Manager's  
Desk Reference 2EInnovation, Product Development  
and CommercializationAgile Excellence for Product  
ManagersThe Procurement and Supply Manager's  
Desk ReferenceFacilities Manager's Desk  
ReferenceThe Product Manager's Toolkit®Botanical  
MedicinesMass Spectrometry Desk Reference101  
Veterinary Practice Management Questions  
AnsweredManaging Product Management:  
Empowering Your Organization to Produce  
Competitive Products and BrandsSoftware Product  
ManagementProduct Management For DummiesThe  
Product Manager's Field GuideThe Guide to the  
Product Management and Marketing Body of  
KnowledgeStrategic Enterprise ManagementHarmful  
Algal BloomsHazardous Materials Management Desk  
ReferenceThe Project Manager's Desk Reference,

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3EThe Product Manager's Desk Reference 3EThe New Manager's Survival Guide: Everything You Need to Know to Succeed in the Corporate WorldThe Product Manager's Desk ReferenceBest Practices in EndodonticsAsk a Manager

### **Disaster Recovery, Crisis Response, and Business Continuity**

This title uses a holistic approach to examine the diverse issues that managers face to channel resources in the right direction for commercial success. It details the commercialization of innovation and new products in fast-paced, high-tech markets and how to match technological advances to new market opportunities.

### **Every Manager's Desk Reference**

Leaders rely on business people to see the big picture and get things done. They want mindset and mojo, all in one! The problem is that all business people aren't wired that way, and that's where *The Business Acumen Handbook* comes in. The main idea behind *The Business Acumen Handbook* is to help managers understand the pillars of their company's business, and to operate more effectively and efficiently. After reading this book, you'll be able to: Understand and apply the dimensions of business acumen that focus on people, processes, projects, and products so that you can see the "big picture of business" Incorporate finance, strategy, and performance management into

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your professional mindset Develop a model for how to effectively communicate with, and influence others. Understand complex business situations, evaluate facts and data, and make better decisions The book is filled with tools, templates, exercises, and guidelines. It also introduces readers to their own individual business acumen assessment so that they can create a purposeful career and professional development strategy. This book is also the companion text for the Business Acumen Workshop offered by The Business Acumen Institute (visit: [www.businessacumeninstitute.com](http://www.businessacumeninstitute.com))

### **Islamic Desk Reference**

Lists and describes common herbal supplements, providing botanical information, traditional uses, clinical studies, and dosage and safety information.

### **The Human Resources Glossary**

### **Proactive Risk Management**

Your one-stop guide to becoming a product management prodigy Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential job—or simply aspire to break into a new role—Product Management For Dummies

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gives you the tools to increase your skill level and manage products like a pro. From defining what product management is—and isn't—to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field. It offers plain-English explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product roadmaps, the people skills it takes to effectively influence and negotiate, and so much more. Create a winning strategy for your product Gather and analyze customer and market feedback Prioritize and convey requirements to engineering teams effectively Maximize revenues and profitability Product managers are responsible for so much more than meets the eye—and this friendly, authoritative guide lifts the curtain on what it takes to succeed.

### **The Product Manager's Handbook 4/E**

In the course of their work, the facilities manager will face a range of complex and often challenging tasks, sometimes concerned with a single business premises, often across an entire property portfolio. To help with those tasks, the Facilities Manager's Desk Reference provides the facilities manager with an invaluable source of highly relevant, practical information on all the principal facilities management services, as well as information on legal compliance issues, the development of strategic policies and tactical best practice information. With a clear practitioner perspective the book covers both hard and soft

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facilities management issues and is presented in an easy to read, concise format. The Facilities Manager's Desk Reference will be a first point of reference for all busy facilities managers and will save them time by providing access to the information needed to ensure the safe, effective and efficient running of any facilities function. It will also serve as a useful overview for students studying for their professional and academic qualifications in facilities management.

### **The Political Campaign Desk Reference**

Listed as one of the 30 Best Business Books of 2002 by Executive Book Summaries. Proactive Risk Management's unique approach provides a model of risk that is scalable to any size project or program and easily deployable into any product development or project management life cycle. It offers methods for identifying drivers (causes) of risks so you can manage root causes rather than the symptoms of risks. Providing you with an appropriate quantification of the key factors of a risk allows you to prioritize those risks without introducing errors that render the numbers meaningless. This book stands apart from much of the literature on project risk management in its practical, easy-to-use, fact-based approach to managing all of the risks associated with a project. The depth of actual how-to information and techniques provided here is not available anywhere else.

### **The Product Manager's Handbook**

FORGE A POWERFUL STRATEGY TO BECOME A PRODUCT MANAGER WHO DELIVERS RESULTS The world of business is moving at breakneck speed. More is being demanded of everyone--with fewer resources than ever. In no profession is this more apparent than Product Management. Written by one of today's leading Product Management thought-leaders, Steven Haines, *The Product Manager's Survival Guide* provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management. Whatever your level of experience--whether you're a novice product manager or seasoned Product Management leader--you'll find everything you need to make consistent positive impacts on your business. With this practical guide in your hands, you have the most powerful tool available for increasing your productivity quickly and dramatically--in a way that is noticeable and measurable. *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. Getting Work Done: Synchronize and orchestrate the work of others to help everyone maintain focus on company goals IV. Moving Forward: Round out your experience to take the next critical steps in your Product Management career The only way to excel as a product manager is to develop a strategy for the long run. Start formulating one now and you will be well ahead of your competition--internally and externally. *The Product Manager's Survival Guide*

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gives you the tools and insight you need to start putting the pieces in place now--so you can succeed well into the future.

### **The Art of Product Management**

Lists general nutritional values and vitamin and mineral values for thousands of foods, and includes a nutritional analysis of fast foods.

### **Facilities Manager's Desk Reference**

The Art of Product Management takes us inside the head of a product management thought leader: all about Silicon Valley start-ups, thinking like a customer, and the creation of new technology products

### **The Little Black Book for Managers**

Build better products by expanding the role of Product Management Managing Product Management argues that product management should be reinstated as a key source of innovative ideas that solve broad market problems. It illustrates how to organize the product management function of a company to create, build, and produce innovative and game-changing products and services. Steven Haines is the founder and president of Sequent Learning Networks, a training and advisory services firm with an international client base. He held leadership roles for AT&T and Oracle and was adjunct professor at Rutgers University's business school.

## **Exam Prep for: The Product Managers Desk Reference**

### **The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager**

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

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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

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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

### **The Business Acumen Handbook**

Harmful Algal Blooms: A Compendium Desk Reference provides basic information on harmful algal blooms (HAB) and references for individuals in need of technical information when faced with unexpected or unknown harmful algal events. Chapters in this volume will provide readers with information on causes of HAB, successful management and monitoring programs, control, prevention, and mitigation strategies, economic consequences of HAB, associated risks to human health, impacts of HAB on food webs and ecosystems, and detailed information on the most common HAB species. Harmful Algal Blooms: A Compendium Desk Reference will be an invaluable resource to managers, newcomers to the field, those who do not have easy or affordable access to scientific literature, and individuals who simply do not know where to begin searching for the information needed, especially when faced with novel and unexpected HAB events. Edited by three of the world's leading harmful algal bloom researchers and with contributions from leading experts, Harmful Algal

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Blooms: A Compendium Desk Reference will be a key source of information for this increasingly important topic.

### **Product Management in Practice**

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.

### **The Influential Product Manager**

Grab the all-you-need reference and manage your products effectively and efficiently Now, product managers at every level can have an authoritative, one-stop reference to strategizing, introducing, and managing products at their fingertips. *The Product Manager's Desk Reference* uses the progression of the practitioner across the career cycle as well as the progression of the product across its life cycle to establish clear guidelines as to what must be done, when, by whom, and with what level of expertise.

### **The NutriBase Nutrition Facts Desk Reference**

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Whether you're an experienced employee in a first time managerial role or a complete business novice, this guide has everything you need to excel in your field. Written in a style designed to help you grasp concepts quickly and effectively, *The New Manager's Survival Guide* provides the information and tools you need to create a solid team, department, or company. It helps you advance your career by covering the nuts and bolts of managing a business, which is not often taught in business classes and which even experienced managers sometimes need to brush up on. You will learn the ins and outs of management, including understanding organizational design, building and utilizing teams, using data to make smart decisions, crafting strategy, creating product plans, and managing people up, down, or across organizational lines. In addition, the book provides new tools for supervisory managers who aren't familiar with the important practice of coaching. Plus, a self-assessment instrument helps you determine your knowledge level beforehand, so you can skip the parts you have already mastered and/or focus more deeply on practices you need work on.

## **The Product Manager's Desk Reference 2E**

This book is a comprehensive and practical guide to the core skills, activities, and behaviors that are required of product managers in modern technology companies. Product management is one of the fastest growing and most sought-after roles by job seekers and companies alike. The availability of trained and

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experienced talent can barely keep up with the accelerating demand for new and improved technology products. People from nontechnical and technical backgrounds alike are eager to master this exciting new role. The Influential Product Manager teaches product managers how to behave at each stage of the product life cycle to achieve the best outcome for the customer. Product managers are under pressure to drive spectacular results, often without wielding much direct power or authority. If you don't know how to influence people at all levels of the organization, how will you create the best possible product? This comprehensive entry-level textbook distills over twenty years of hard-won field experience and industry knowledge into lessons that will empower new product managers to act like pros right out of the gate. With teaching experience both from UC Berkeley and Lynda.com, the author boils down the most complex topics into principles that are easy to memorize and apply. This book methodically documents the tools product managers everywhere use to align their teams with market needs and organizational goals. From setting priorities to capturing requirements to navigating trade-offs, this book makes it easy. Not only will your product succeed, you'll succeed, too, when you read the final chapter on advancing your career. Let your product's success become your success!

## **Innovation, Product Development and Commercialization**

## **Agile Excellence for Product Managers**

This book gives a comprehensive overview on Software Product Management (SPM) for beginners as well as best practices, methodology and in-depth discussions for experienced product managers. This includes product strategy, product planning, participation in strategic management activities and orchestration of the functional units of the company. The book is based on the results of the International Software Product Management Association (ISPMA) which is led by a group of SPM experts from industry and research with the goal to foster software product management excellence across industries. This book can be used as textbook for ISPMA-based education and as guide for anybody interested in SPM as one of the most exciting and challenging disciplines in the business of software. Hans-Bernd Kittlaus is the Chairman of ISPMA and owner and managing director of InnoTivum Consulting, Germany. Samuel Fricker is Board Member of ISPMA and Professor at FHNW, Switzerland.

## **The Procurement and Supply Manager's Desk Reference**

This book shows readers how to use the techniques of business in managing all aspects of an IT infrastructure, revealing how technology, process and people need to interrelate in order to cope with the complexity and economics of managing infrastructures, with architecture playing a strategic and integrative role. Intended for IT directors and

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consultants, network managers, systems managers, IT service managers, database administrators and client/server applications developers.

### **Facilities Manager's Desk Reference**

The growing demand for concise and factual information about the history and culture of Islam has now been met with the "Islamic Desk Reference," This handy one-volume work contains a condensation of the subject-matter of "The Encyclopaedia of Islam," the most prestigious and valuable reference work for Islamic studies published this century. In a brief, orderly and intelligible form the "Islamic Desk Reference" provides thus a unique and valuable quick reference tool for those interested in the religion, the believers and the countries of the Islamic world. All entries in the "Islamic Desk Reference" are given in English. Thus, names of Arabic origin which in the West were corrupted to another spelling, e.g. Ibn Sina to Avicenna, al-Kuhl to alcohol, are found under the latter term. The "Islamic Desk Reference" contains maps, diagrams and genealogical tables for easy reference, and illustrations.

### **The Product Manager's Toolkit®**

#### **Botanical Medicines**

A smart, small book for any manager's pocket. In every manager's career there are moments wheredecisions need to be made in order to achieve

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success and this smart, nicely packaged little book can be there to help each time. The trick to succeeding in these moments is to identify each of these situations ahead of time and understand how to act and what to do to reduce the chances of failure. That is exactly what The Little Black Book for Managers has done. The authors have listed a whole host of situations most managers face, based on thousands of personal experiences, and have mapped out how to deal with each situation. The book contains specific examples of words and phrases that can be used as well as illustrations and exercises to analyse your current performance. It is short on waffle and high on practical wisdom. It is designed to be dipped in and out of - reached for whenever a situation arises. This is a practical support tool for managers at all levels, from shop-floor supervisor to main board director. The Little Black Book for Managers explains how to deal with scenarios such as;

- Having a lack of confidence to deal with other people in the way that is needed
- Times when you have to assert your authority more
- Allocating critical work. Who to choose?
- Needing to get extra effort from the team when under pressure
- Incentivising
- Delegation
- Having to deal with under-performers
- Personality clashes between work colleagues
- Managing a meeting with senior leaders

### **Mass Spectrometry Desk Reference**

"The Product Manager's Handbook" is the essential guide to successful product management in today's fast-changing business world. Product and brand managers, as well as upper-level sales, marketing,

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and branding executives, will find the text thorough and informative as it explains and analyzes the product manager's role in both traditional, hierarchical organizations as well as in newer horizontal, team-driven decision-making structures. "What is a product manager?" The overall responsibility of a product manager is to integrate the various segments of a business into a strategically focused whole, maximizing the value of a product by coordinating the production of an offering with an understanding of market needs. A product manager must oversee all aspects of a product or service line in order to create and deliver superior customer satisfaction while simultaneously providing long-term value for the company. "The Product Manager's Handbook" covers all of these topics in a convenient, easy-to-follow presentation that includes: Hands-on charts for managing every key step, from concept to completion Practical checklists for evaluating progress at every critical stage Brief profiles in every chapter of specific product management roles, functions, and issues Real-world cases illustrating the challenges of product management in action This thoroughly revised and updated second edition fully integrates the Internet and other digital technologies into the product manager's arsenal of tools. The book includes all new information on what it takes to be a successful product manager. It explains the product manager's role in the planning process (including strategic and operational planning), how to evaluate product portfolios, how to propose and develop successful new products, and more. The product manager is frequently the source of the entrepreneurial spirit and sense of innovation that drives a successful

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organization. Learn to make the most of your product management system with this indispensable reference guide.

### **101 Veterinary Practice Management Questions Answered**

The book you don't want your opponent to have. I use The Political Campaign Desk Reference as the basic text in my courses on political campaigning. It's a practical guide that helps my students understand how a winning political campaign is put together. I'm sure many of them will continue to use it after they graduate and start running campaigns of their own - Terry Grundy, University of Cincinnati "Urban Lobbying" courses in the School of Planning "With instruction on how to form the backbone of a strong campaign and how to plan to win, this is the book you don't want your opponent to have. The chapter on fundraising alone will make this book an excellent investment for any candidate or organization" - Michael P. McNamara, Author

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

Providing self-contained how-to sections, this reference guide includes contributions from leading experts in the fields of managing organizations, marketing, stress and time management, and customer service.

## **Software Product Management**

The definitive guide to keeping your project on time, under budget, and problem-free In this Third Edition of The Project Manager's Desk Reference, top project management consultant James Lewis arms you with today's most comprehensive and understandable project management resources, showing you how to conduct a project of any size or nature—from the office move to building new facilities. Using results-oriented language and easy-to-understand examples, this comprehensive, quick-reference guide presents specific situations taken from today's fast-moving business environment, walking you through proven solutions designed to keep the project moving forward. This ready-access toolbox shows you how to:

- Plan, execute, and control a project from beginning to end
- Choose project managers, leaders, and teams
- Develop project plans using Work Breakdown Structures, PERT, CPM, and Gantt schedules
- Conduct risk analysis
- Design a project control system
- Use earned value analysis to track projects
- Communicate effectively with all levels of your team
- Conduct the essential post-project “lessons learned” review

Serving as the perfect supplement to Lewis's bestselling PM bible, Project Planning, Scheduling, and Control, The Project Manager's Desk Reference provides you with the foundation you need to manage any project to its successful completion.

## **Product Management For Dummies**

The essential guide to seamless product management

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for today's fluid, unpredictable business world Long considered the most useful and insightful guide of its kind, The Product Manager's Handbook has been fully revised and updated to give you the edge in today's challenging business landscape. It features expanded coverage of product development processes, intelligence-gathering techniques (including social media), and a greater emphasis on international issues. This indispensable resource proves that the techniques and tools product managers use are similar—regardless of what industry they work in and what kind of products they manage. Simply put, this book has everything you need for superior job performance—whether you manage consumer or business-to-business products created by an organization that is hierarchical or horizontal. The Product Manager's Handbook shows you how to integrate your organization's disparate segments into a cooperative, results-focused unit that produces satisfying products—from initial design through the postpurchase experience. If your job is to create and commercialize products, it provides the information you need to: Balance breakthroughs and line extensions Create business cases—including competitive assessment, market requirements, and risk reduction Conduct gate reviews and beta testing and manage scope creep Get everything in order for a smooth product launch For those who manage existing lines, this guide provides: Specific tips for each of the 4Rs of product life-cycle management Brand guidelines Approaches to customer message management Advice on working with sales and the channel Clear, easy-to-read charts show you how to manage each crucial step from conception to

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completion, and practical checklists help you evaluate progress at every stage. Interviews with seasoned product management consultants and top-performing product managers provide you with dynamic, proven strategies for addressing potential problems in marketing, production, cross-cultural communication, and more. The Product Manager's Handbook examines current market-leading companies, the latest research findings, and evolving customer perceptions to provide you with the tools you need to design, produce, and market winning products—and beat the competition at every turn.

### **The Product Manager's Field Guide**

### **The Guide to the Product Management and Marketing Body of Knowledge**

An invaluable source of highly relevant, practical information on the all the principal FM services, written for the practicing facilities manager in an easily readable, concise format. To help the facilities manager meet the needs of their organisation, the Facilities Manager's Desk Reference provides the facilities manager with an invaluable source of highly relevant, practical information on the all the principal FM services, as well as information on legal compliance issues, the development of strategic policies and tactical best practice information. Fully updated over the first edition, and presented in an easily readable, concise format with a clear practitioner perspective, the book covers both hard

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and soft facilities management issues. It will be a first point of reference for all busy facilities managers, saving them time by providing access to the information needed to ensure the safe, effective and efficient running of any facilities function. Fully updated over the 1st edition, it contains all the essential data covering the principal FM services Highly practical, aimed at the busy FM practitioner Saves time by bringing together essential, useful and practical information Benefits students whose courses do not prepare them for the practicalities of professional practice

### **Strategic Enterprise Management**

You're in charge of IT, facilities, or core operations for your organization when a hurricane or a fast-moving wildfire hits. What do you do? Simple. You follow your business continuity/disaster recovery plan. If you've prepared in advance, your operation or your company can continue to conduct business while competitors stumble and fall. Even if your building goes up in smoke, or the power is out for ten days, or cyber warriors cripple your IT systems, you know you will survive. But only if you have a plan. You don't have one? Then *Disaster Recovery, Crisis Response, and Business Continuity: A Management Desk Reference*, which explains the principles of business continuity and disaster recovery in plain English, might be the most important book you'll read in years. Business continuity is a necessity for all businesses as emerging regulations, best practices, and customer expectations force organizations to develop and put

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into place business continuity plans, resilience features, incident-management processes, and recovery strategies. In larger organizations, responsibility for business continuity falls to specialist practitioners dedicated to continuity and the related disciplines of crisis management and IT service continuity. In smaller or less mature organizations, it can fall to almost anyone to prepare contingency plans, ensure that the critical infrastructure and systems are protected, and give the organization the greatest chance to survive events that can--and do--bankrupt businesses. A practical how-to guide, this book explains exactly what you need to do to set up and run a successful business continuity program. Written by an experienced consultant with 25 years industry experience in disaster recovery and business continuity, it contains tools and techniques to make business continuity, crisis management, and IT service continuity much easier. If you need to prepare plans and test and maintain them, then this book is written for you. You will learn: How to complete a business impact assessment. How to write plans that are easy to implement in a disaster. How to test so that you know your plans will work. How to make sure that your suppliers won't fail you in a disaster. How to meet customer, audit, and regulatory expectations. Disaster Recovery, Crisis Response, and Business Continuity: A Management Desk Reference will provide the tools, techniques, and templates that will make your life easier, give you peace of mind, and turn you into a local hero when disaster strikes.

### **Harmful Algal Blooms**

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This book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (roles, processes, tasks, and deliverables) that covers all aspects of product management. It helps students of product management, product management practitioners, product management organizations, and corporations understand the value, theory, and implementation of product management. It outlines a practical approach to clarify role definitions, identify responsibilities, define processes and deliverables, and improve the ability to communicate with stakeholders. The book details the fundamentals of the Blackblot Product Manager's Toolkit® (PMTK) product management methodology, a globally adopted best practice.

## **Hazardous Materials Management Desk Reference**

The ideal graduation gift for anyone about to enter the workforce, a witty, practical guide to 200 difficult professional conversations—featuring all-new advice from the creator of the popular website Ask a Manager and New York's work-advice columnist. There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say

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when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you’re being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate’s loud speakerphone is making you homicidal • you got drunk at the holiday party

Advance praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green’s] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide “Clear and concise in its advice and expansive in its scope, Ask a Manager is the book I wish I’d had in my desk drawer when I was starting out (or even, let’s be honest, fifteen years in).”—Sarah Knight, New York Times bestselling author of The Life-Changing Magic of Not Giving a F\*ck

## **The Project Manager's Desk Reference, 3E**

Introducing the next generation model for product management excellence! You’re firmly planted in the

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digital age—but has your company or organization kept pace with today’s profound transformation in products and services? In this fully revised edition of his hugely successful bestseller, veteran product management thought leader Steven Haines lays out a repeatable process for product management organizational transformation – at scale, and a roadmap for product managers who can become the entrepreneurial strategic thinkers who will drive their companies into the future! With major updates and revisions throughout, *The Product Manager’s Desk Reference, Third Edition* clearly illustrates your entire product life cycle from beginning to end with essential advice on: Combining digital and traditional products New mixed-mode product development tactics Product design based on customer and user experience Reaching customers who are increasingly mobile Iterative product development Post-launch performance management Packed with an array of tools, techniques, and best practices—along with an explicit emphasis on data, analytics, and product performance—here is a timely and actionable guide to kicking your product management strategies into high gear.

### **The Product Manager's Desk Reference 3E**

Product management has become a critical connective role for modern organizations, from small technology startups to global corporate enterprises. And yet the day-to-day work of product management remains largely misunderstood. In theory, product

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management is about building products that people love. The real-world practice of product management is often about difficult conversations, practical compromises, and hard-won incremental gains. In this book, author Matt LeMay focuses on the CORE connective skills—communication, organization, research, execution—that can build a successful product management practice across industries, organizations, teams, and toolsets. For current and would-be product managers, this book explores: Real-world tactics for facilitating collaboration and communication How to talk to users and work with executives The importance of setting clear and actionable goals Using roadmaps to connect and align your team A values-first approach to implementing Agile practices Stories that convey realities of product management in the field Common behavioral traps that turn good product managers bad

## **The New Manager's Survival Guide: Everything You Need to Know to Succeed in the Corporate World**

## **The Product Manager's Desk Reference**

Setting the Standard for Product Management and Marketing Many of the leading voices in the product management profession collaborated closely with working product managers to develop The Guide to the Product Management and Marketing Body of Knowledge (the ProdBOK(r) Guide). This effort was enhanced by project management, user experience,

and business analyst thought leaders who further defined and optimized several essential working relationships that improve product manager effectiveness. As a result of this groundbreaking collaboration within the product management community and across the adjoining professions, the ProdBOK Guide provides the most comprehensive view of product management and marketing as they apply to a wide range of goods and services. The resulting standard provides product managers with essential knowledge to improve the practice of product management and deliver organizational results. This edition of the ProdBOK Guide: Introduces a product management lifecycle for goods and services Encompasses and defines traditional product development processes such as waterfall, as well as newer approaches that fall under the Agile umbrella Illustrates the various inputs and outputs that product managers should consider at each phase of the product management lifecycle Highlights how to optimize the working relationship between product management professionals and our counterparts in the project, program, portfolio management, user experience, and business analyst communities Describes essential tools that product managers should be aware of and utilize as they work to create value for their Organizations The ProdBOK Guide represents an industry-wide effort to establish a standard for the practice of product management. The book was sponsored by the Association of International Product Marketing and Management (AIPMM). Founded in 1998, AIPMM aims to help professionals like you attain a higher level of knowledge and enhance the results you bring to your

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organizations every day. About the Authors Greg Geracie is a recognized product management thought leader and the president of Actuation Consulting, a global provider of product management training, consulting, and advisory services to some of the world's most well-known organizations. Greg is the author of the global best seller Take Charge Product Management and led the development of the ProdBOK Guide as editor-in-chief. He is also an adjunct professor at DePaul University in Chicago, Illinois. Steven D. Eppinger is professor of management science and innovation at the Massachusetts Institute of Technology (MIT) Sloan School of Management. Professor Eppinger teaches MIT's executive programs in product development and complex project management. He has co-authored a leading textbook, Product Design and Development (5th edition, 2012, McGraw-Hill), which is used by hundreds of universities around the world.

### **Best Practices in Endodontics**

"Agile Excellence for Product Managers" is a plain-speaking guide on how to work with Agile development teams to achieve phenomenal product success. It covers the why and how of agile development (including Scrum, XP, and Lean, ) the role of product management, release planning, and more.

### **Ask a Manager**

A guide to hazmat management so comprehensive, it

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took over 90 experts to put it together! That's right! Scores of top experts have packed Hazardous Materials Management Desk Reference, edited by Doye B. Cox, with comprehensive information, along with practical, how-to advice on:

- \* Federal laws and regulations
- \* Personal protective equipment
- \* Toxicology issues
- \* Reporting and notification
- \* State brownfields laws and
- \* Incident management programs
- \* Pollution prevention
- \* Waste treatment technologies

And much, much more! The information you need to act quickly, correctly, and in compliance every time is right at your fingertips in this must-have reference. It's the key to preventing work-related illnesses and injuries, structural and environmental damage, loss of business, and disastrous fines and penalties.

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