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This is the fourth edition of this book—and it's aimed solidly at practicing product managers. While the first edition started out simply extending the discipline beyond traditional consumer packaged goods (and was primarily definitional), the next two editions began to add more fundamental tips and tools.

Preface - The Product Manager's Handbook 4/E, 4th Edition ...

Loved this book. I've read 100+ books about management and leadership and this book has my strong endorsement. I

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