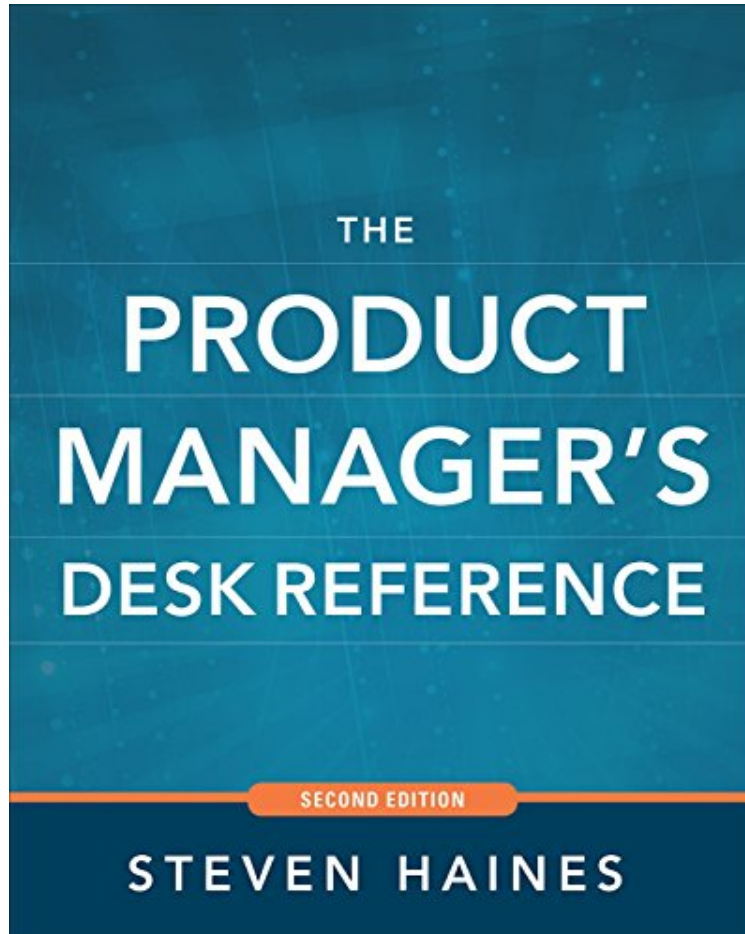


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The Product Manager's Desk Reference 2E (Business Books)

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About the Author STEVEN HAINES is among the world's top experts in product management. He is the founder of Sequent Learning Networks, a global training and advisory services firm based in New York City. He is also founder of The Product Management Executive Board, a professional association of senior executives who share a common bond in their quest for product excellence. Haines is the author of *Managing Product Management* and *The Product Manager's Survival Guide*.