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Reference is a comprehensive reference guide that covers the product management process and the essential skills and responsibilities of the PM, including market analysis, understanding customer needs, segmentation, owning the product roadmap, and more. The 11 Best Books for Product Managers | UserTesting Blog The Project Manager's Desk Reference. Suitable for project managers worldwide. This edition provides a step-by-step blueprint for overseeing virtually any project. It covers: various methods and software for risk management; hands-on information on models, planning, and system thinking; innovative checklists

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 avoid years of
 discovering what it is I
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