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The Product Manager's Handbook 4/E Hardcover - 16 Sept. 2011 by Linda Gorchels (Author)

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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 would recommend it as a must read for all managers - experienced or new to management - great material for everyone. The author has compiled wisdom from many sources all in one book.

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