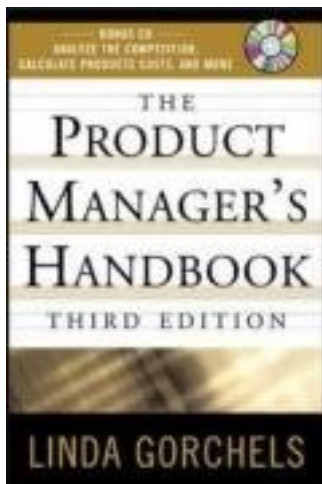


The Product Managers Handbook, 3E



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出版者:McGraw-Hill

出版时间:2005-11-07

装帧:Hardcover

isbn:9780071459389

With revised and updated techniques to achieve top performance in product management, "The Product Manager's Handbook" takes the mystery out of this field by detailing how to integrate aspects from production and coordination to value maximization into a cohesive whole, while examining key international issues, new technologies, and the financial side of product management.

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