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Managing Product Management: Empowering Your Organization to Produce Competitive Products and Brands

Steven Haines

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Build better products by expanding the role of Product Management

Managing Product Management argues that product management should be reinstituted as a key source of innovative ideas that solve broad market problems. It illustrates how to organize the product management function of a company to create, build, and produce innovative and game-changing products and services.

Steven Haines is the founder and president of Sequent Learning Networks, a training and advisory services firm with an international client base. He held leadership roles for AT&T and Oracle and was adjunct professor at Rutgers University's business school.

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