



Product Management. Donald R. Lehmann, Russell S. Winer

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"Product Management, 4/e" by Lehmann and Winer is a lean, defining text that covers three major tasks facing today's product managers: analyzing the market, developing objectives and strategies for the product or service in question, and making decisions about price, advertising, promotion, channels of distribution and service. "Product Management" utilizes the familiar Marketing Plan as the unifying framework for its lessons, and takes a "hands-on" approach toward preparing graduates to assume the position of product manager.

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