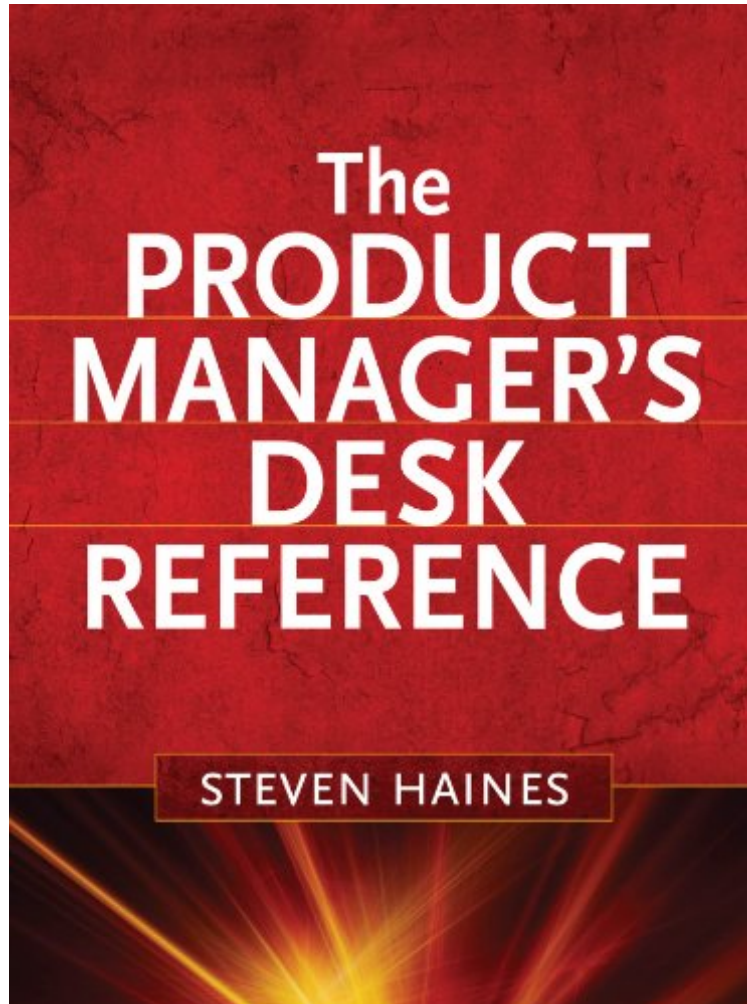


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About the AuthorSteven Haines is the founder of Sequent Learning Networks and The Product Management Executive Board. Sequent Learning Networks is a global training and advisory services firm based in New York City. Its mission is to help its clients improve the structure and function of Product Management so they can produce great products. The Product Management Executive Board is a professional association of senior executives who share a common bond in their quest for product excellence. Steven's books serve as foundational bodies of knowledge and Product Management best practices for product managers, product leaders, and executives across the corporate landscape. Steven spent more than two decades in corporate leadership roles in industries as diverse as wholesale industrial products, intimate apparel, medical products, communications, and software technology. Further, he spent twelve years as an adjunct professor at Rutgers University's business school.