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roles, which is the equivalent of other companies' product manager roles. Microsoft also has a Product Manager role, but this is more of a marketing function and is usually not entry level. Google has an entry-level role called a Associate Product Manager and a more senior role called a Product Manager. Gayle Laakmann McDowell and Jackie Bavaro

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Gorchels is the author of 'The Product Manager's Handbook 4/E', published 2011 under ISBN 9780071772983 and ISBN 0071772987.

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