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(software) product management. In Figure 2, a reference framework for software product management is visualized. In the remaining of this section, each of the process areas, defined in section 3.1, is provided with an explanation supported by research contributions. 4.1. Portfolio management

### **A Reference Framework for Software Product Management**

(1) real-world cases showing product management in action, (2) hands-on worksheets for the planning process, and (3) checklists at the end of each chapter for evaluating progress at every critical stage.

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