

Guide Product Management Marketing Knowledge

The Guide to the Product Management and Marketing Body of Knowledge Product Management For Dummies Product Management New Products Management The Phenomenal Product Manager Product Management The Product Manager's Toolkit The Product Manager's Field Guide Product Management in the Digital Era Digital Product Management The Product Manager's Toolkit® Software Product Management The Product Manager's Handbook Successful Product Management Product Strategy and Management The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager Product Management in Practice The Product Managers Handbook, 3E Mastering Product Management Marketing Skills for Product Managers Greg Geracie Brian Lawley Donald R. Lehmann Charles Merle Crawford Brian Lawley Ishrat Nadeem Zahid Gabriel Steinhardt Linda Gorchels Srinivas Pingali Boon Kee Lee Gabriel Steinhardt Hans-Bernd Kittlaus Linda Gorchels Klaus J. Aumayr Baker Steven Haines Matt LeMay Linda Gorchels Kevin Brennan Jim Anderson

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setting the standard for product management and marketing many of the leading voices in the product management profession collaborated closely with working product managers to develop the guide to the product management and marketing body of knowledge the prodbok r guide this effort was enhanced by project management user experience and business analyst thought leaders who further defined and optimized several essential working relationships that improve product manager effectiveness as a result of this groundbreaking collaboration within the product management community and across the adjoining professions the prodbok guide provides the most comprehensive view of product management and marketing as they apply to a wide range of goods and services the resulting standard provides product managers with essential knowledge to improve the practice of product management and deliver organizational results this edition of the

prodbok guide introduces a product management lifecycle for goods and services encompasses and defines traditional product development processes such as waterfall as well as newer approaches that fall under the agile umbrella illustrates the various inputs and outputs that product managers should consider at each phase of the product management lifecycle highlights how to optimize the working relationship between product management professionals and our counterparts in the project program portfolio management user experience and business analyst communities describes essential tools that product managers should be aware of and utilize as they work to create value for their organizations the prodbok guide represents an industry wide effort to establish a standard for the practice of product management the book was sponsored by the association of international product marketing and management aipmm founded in 1998 aipmm aims to help professionals like you attain a higher level of knowledge and enhance the results you bring to your organizations every day about the authors greg geracie is a recognized product management thought leader and the president of actuation consulting a global provider of product management training consulting and advisory services to some of the world's most well known organizations greg is the author of the global best seller take charge product management and led the development of the prodbok guide as editor in chief he is also an adjunct professor at depaul university in chicago illinois steven d eppinger is professor of management science and innovation at the massachusetts institute of technology mit sloan school of management professor eppinger teaches mit's executive programs in product development and complex project management he has co authored a leading textbook product design and development 5th edition 2012 mcgraw hill which is used by hundreds of universities around the world

your one stop guide to becoming a product management prodigy product management plays a pivotal role in organizations in fact it's now considered the fourth most important title in corporate america yet only a tiny fraction of product managers have been trained for this vital position if you're one of the hundreds of thousands of people who hold this essential job or simply aspire to break into a new role product management for dummies gives you the tools to increase your skill level and manage products like a pro from defining what product management is and isn't to exploring the rising importance of product management in the corporate world this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field it offers plain english explanations of the product life cycle market research competitive analysis market and pricing strategy product roadmaps the people skills it takes to effectively influence and negotiate and so much more create a winning strategy for your product gather and analyze customer and market feedback prioritize and convey requirements to engineering teams effectively maximize revenues and profitability product managers are responsible for so much more than meets the eye and this friendly authoritative guide lifts the curtain on what it takes to succeed

new products management 8e by crawford and di bennedetto provides future new product managers project managers and team leaders with a comprehensive overview of

the new product development process including how to develop an effective development strategy manage cross functional teams across the organization generate and evaluate concepts manage the technical development of a product develop the marketing plan and manage the financial aspects of a project

lawley teaches project managers how to work more effectively with their teams how to influence how to get the most important work done in less time and how to manage and accelerate one's career

product management is a demanding but exciting career the product managers challenges are unending his responsibilities are rigorous and what he does has direct impact on a company's financial performance building and launching new products and turning an idea from a piece of paper into a functional product is almost a miracle in addition the product manager manages the product throughout its life in doing so the product manager deals with pretty much every function in the company speaking of the product life anything done well during the planning phase will pay off during the other phases of the product life cycle the execution phase is the phase when a product really takes shape once the product is complete and ready to be launched it is an exciting time for the product manager the product is ready to put under real world test just building and launching a product is not enough target customers should be told about how great a product is which takes good marketing and evangelism market routes must be established to sell and promote the product and make business out of it additionally different types of services can be defined to be attached with the product as an overall offering defining and implementing a go to market plan for the product is complicated but interesting set of activities if the go to market ecosystem is set up well the product manager can watch his products and associated services revenues multiply once the product is out there it needs to be taken care of sustaining a product takes effort this is the time to turn a good product into a great product to take the product toward completeness and maturity eventually any product will get old and obsolete even the greatest of products must be given a farewell and the end of life must happen to keep the innovation wheel rotating new products and services enter the picture and the product management action starts all over again

product management is challenging complex and often misunderstood across the high tech industry drastically different duties and responsibilities are attributed to product management professionals diverse interpretations regarding the role of product management have only further confused practitioners and stifled the ability to develop clear and consistent product management methodologies the product manager's toolkit book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology tasks processes deliverables and roles that covers nearly all aspects of product management

the ideal companion to the author's bestselling the product manager's handbook the product manager's field guide expands upon the overview and the responsibilities of product managers and delves into specific skills abilities and competencies to help them

improve their performance it provides readers with tools and exercises for functions such as marketing planning forecasting and new product development and offers step by step instructions for activities designed to monitor and assess product planning efforts

consumer and industrial products have evolved significantly over the last century from physical to virtual products services and hybrid products product management has had to change and adapt to the rapidly changing business environments this textbook offers an in depth look into the role what the job entails and what skills it requires product managers are required to manage the ideation development production marketing and distribution of a product this book highlights the content and skills required to be an effective product manager including strategy marketing management technology project management and design provides frameworks for developing and executing effective strategies throughout the life cycle of a product with the help of case studies and examples highlights the unique considerations and processes underpinning digital product creation and explores marketing strategies including various channels for digital marketing and how product managers can use these effectively detailed and lucid this book will be of interest to teachers and students of product management brand management management and business studies

this book is designed to equip readers with essential knowledge and skills in digital product management it covers strategic planning and market opportunity offering a clear and accessible guide to navigating the complex world of digital product management in today s fast changing environment chapters explore key topics including understanding digital transformation identifying market dynamics and developing a comprehensive product strategy readers will learn how to conduct market research build strong business cases and define product positioning the book also covers practical methods for selecting pricing and packaging strategies as well as crafting a go to market plan real world examples such as the growth of grab in southeast asia the rise of zoom during the global pandemic and shopify s role in empowering small businesses globally provide insight into how companies leverage strategic planning and market insights to thrive the content reflects both current and future trends making it relevant for global markets and today s digitally driven economy this book is especially useful for product managers entrepreneurs and business leaders who are keen to refine their strategic planning skills it offers actionable advice and frameworks that can be applied across various industries empowering readers to successfully manage digital products and drive business growth

this book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology roles processes tasks and deliverables that covers all aspects of product management it helps students of product management product management practitioners product management organizations and corporations understand the value theory and implementation of product management it outlines a practical approach to clarify role definitions identify responsibilities define processes and deliverables and improve the ability to communicate with stakeholders the

book details the fundamentals of the blackblot product manager s toolkit pmtk product management methodology a globally adopted best practice

this book gives a comprehensive overview on software product management spm for beginners as well as best practices methodology and in depth discussions for experienced product managers this includes product strategy product planning participation in strategic management activities and orchestration of the functional units of the company the book is based on the results of the international software product management association ispma which is led by a group of spm experts from industry and research with the goal to foster software product management excellence across industries this book can be used as textbook for ispma based education and as guide for anybody interested in spm as one of the most exciting and challenging disciplines in the business of software hans bernd kittlaus is the chairman of ispma and owner and managing director of innotivum consulting germany samuel fricker is board member of ispma and professor at fhnw switzerland

a practical manual examining the role and operation of product management planning skills for product managers product skills and functional skills with chapter ending checklists cases illustrating product managers in action and a glossary annotation copyright by book news inc portland or

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forge a powerful strategy to become a product manager who delivers results the world of business is moving at breakneck speed more is being demanded of everyone with fewer resources than ever in no profession is this more apparent than product management written by one of today s leading product management thought leaders steven haines the product manager s survival guide provides best practices practical on the job advice and a step by step blueprint for succeeding in product management whatever your level of experience whether you re a novice product manager or seasoned product management leader you ll find everything you need to make consistent positive impacts on your business with this practical guide in your hands you have the most powerful tool available for increasing your productivity quickly and dramatically in a way that is noticeable and measurable the product manager s survival guide is conveniently organized into four sections i getting your bearings map out your plan to begin the journey to success ii learning the product s business go beyond features and functions to become the product

expert customer advocate and domain expert iii getting work done synchronize and orchestrate the work of others to help everyone maintain focus on company goals iv moving forward round out your experience to take the next critical steps in your product management career the only way to excel as a product manager is to develop a strategy for the long run start formulating one now and you will be well ahead of your competition internally and externally the product manager s survival guide gives you the tools and insight you need to start putting the pieces in place now so you can succeed well into the future

product management has become a critical connective role for modern organizations from small technology startups to global corporate enterprises and yet the day to day work of product management remains largely misunderstood in theory product management is about building products that people love the real world practice of product management is often about difficult conversations practical compromises and hard won incremental gains in this book author matt lemay focuses on the core connective skills communication organization research execution that can build a successful product management practice across industries organizations teams and toolsets for current and aspiring product managers this book explores on the ground tactics for facilitating collaboration and communication how to talk to users and work with executives the importance of setting clear and actionable goals using roadmaps to connect and align your team a values first approach to implementing agile practices common behavioral traps that turn good product managers bad

previous editions sold more than 17 000 copies now includes a cd rom with excel worksheet templates and features new chapters on product management brand strategy and international perspectives linda gorchels is a well known product management authority and the author of the product manager s field guide and the manager s guide to distribution channels

mastering product management a step by step guide offers practical real world advice on how to create and capture value as a product manager it covers the full product life cycle from idea discovery through end of life each section is scannable and concise around two to three pages rather than diving deep into the theoretical background of a given area it serves as a checklist of the key steps a product manager should take to complete a given task source new ideas that succeed set a compelling product vision and strategy search for profitable new business models become a market expert effectively manage roadmaps ensure a successful product launch understand value and price profitably build and manage high performance teams and much more this book is a convenient reference guide that you can use throughout your workday it s meant for product managers of all levels and for anyone wishing to understand what it takes to define develop launch and market new products successfully

at the heart of what it means to be a product manager lies the ability to market your product no matter if you are trying to get people inside of your company to provide you

with the resources or funding that your product needs in order to get out the door or if its customers that you are after you ve got to be able to paint a picture of your product that makes people want it what you ll find inside product manager marketing mistakes how to use web 2 0 to be a better product manager how product managers can get better at creating powerpoint slides product managers the secret of the color wheel product managers are not perfect and when it comes to marketing our product we do make mistakes however the key is to learn from both our mistakes and the mistakes that other product managers have made in order to ensure that we won t be repeating them not making mistakes is even more important now that the 2 0 has arrived everything that we do in terms of marketing our product can now be instantly seen by the rest of the world when we meet with customers we present out product in the best light possible more often than not we use either powerpoint or keynote slides to do this however have any of us ever gotten any training on how to make really good slides if not then we should seek it out in order to help our products how our products look on those slides is key to getting a customer to want the product this means that we need a basic understanding of the color wheel and how different colors either work together or don t when economic times get tough inside of your company they are going to be looking for people who can help the company out this is the time for a product manager to step up and show the company how his or her product can positively impact the company s bottom line one way to go about making this happen is to create a website for your product that actually works and is not just another online advertising brochure for more information on what it takes to be a great product manager check out my blog the accidental product manager at theaccidentalpm.com

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Introduction

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