

Guide Product Management Marketing Knowledge

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Guide Product Management Marketing Knowledge

Edited by Greg Geracie and Dr. Steven D. Eppinger. Developed, authored, and published by AIPMM, and available in print and electronic editions, The Guide to the Product Management and Marketing Body of Knowledge (ProdBOK) is a comprehensive, well-written textbook that outlines a foundational product management framework universally applicable to all industries and companies to bring products and services of all kinds to market.

The Guide to the Product Management and Marketing Body of

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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® 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.

The Guide to the Product Management and Marketing Body of

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The book is composed of three areas - key terms and concepts, product management lifecycle processes (inputs and outputs), and the essential tools that every product manager needs to know to be highly successful.

The Guide to the Product Management and Marketing Body of

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Product managers are responsible for identifying and creating products and then nurturing and maintaining the value of the products they control. However, most product management professionals tend to have strengths in specific areas and not across the entire spectrum of project management activities. The ProdBOK is the essential reference that provides knowledge across the spectrum of product management.

The Guide to the Product Management and Marketing Body of

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If you are involved with product development and management, then this is a book you need to know about. "The Guide to the Product Management and Marketing Body of Knowledge (ProdBOK® Guide)" presents in a single volume a reasonable breadth of the

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body of knowledge related to product management. Why is this important?

The Guide to Product Management

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The Guide to the Product Management and Marketing Body of Knowledge Fact Sheet
BOOK TITLE: The Guide to the Product Management and Marketing Body of Knowledge (ProdBOK®)
PUBLISHER: Association of International Product Marketing and Management (AIPMM) 9120 Double Diamond Parkway, Suite 1996 Reno, NV 89521 (877) 275-5500 Main

The Guide to the Product Management and Marketing Body of ...

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About | The Guide to the Product Management and Marketing ...

For all its complexity, at its core, marketing revolves around four things: product, price, promotion, and place. Tactics and channels change, but these are the concepts everything else revolves around, and they're principles that never change. Some models expand these basic principles to 7 P's, or another variation.

Marketing Basics: The 101 Guide to Everything You Need to Know

Product knowledge is the ability to communicate information and answer

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questions about a product or service. It is considered an important knowledge area for any role that puts you in front of customers, investors or the media.

14 Types of Product Knowledge - Simplifiable

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Purchase a copy of the AIPMM's Guide to the Product Management and Marketing Body of Knowledge (ProdBOK) and receive one full year of AIPMM membership. Basic Membership includes: Eligible for AIPMM Certification Exams; Personalized Electronic

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Membership Certificate; A copy of The Optimal Product Process book from AIPMM partner, 280 Group™

Offer | The Guide to the Product Management and Marketing ...

The Guide to Product Management and Marketing Body of Knowledge, or ProdBOK, is a comprehensive guide to product management and related professions developed with the collaboration of many leaders in the field. ProdBOK was sponsored by the Association of International Product Marketing and Management (AIPMM).

Product Management Resources: Blogs, Books and More

A good knowledge management system thus keeps all stakeholders in a project up-to-date. For instance on the latest flyers, price lists, presentations, messaging, and market analyses. The editorial team keeps these items as well as logos and the corporate design current at all times to ensure that

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marketing collateral is not used incorrectly.

Knowledge Management across the company: Marketing & Sales ...

Over the last three years a wide array of industry professionals including academics, analysts, associations, authors, bloggers, consultants, practitioners, and industry thought leaders joined forces with thought leading members from adjoining professions to develop the ProdBOK Guide.

Release of The Guide to the Product Management and ...

The book is composed of three areas - key terms and concepts, product management lifecycle processes (inputs and outputs), and the essential tools that every product manager needs to know to be highly successful.

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Editor-in-chief of AIPMM's The Guide to the Product Management and Marketing Body of Knowledge (ProdBOK), Greg Geracie is an internationally-recognized thought leader in the field of productmanagement.

Greg Geracie | The Guide to the Product Management and ...

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