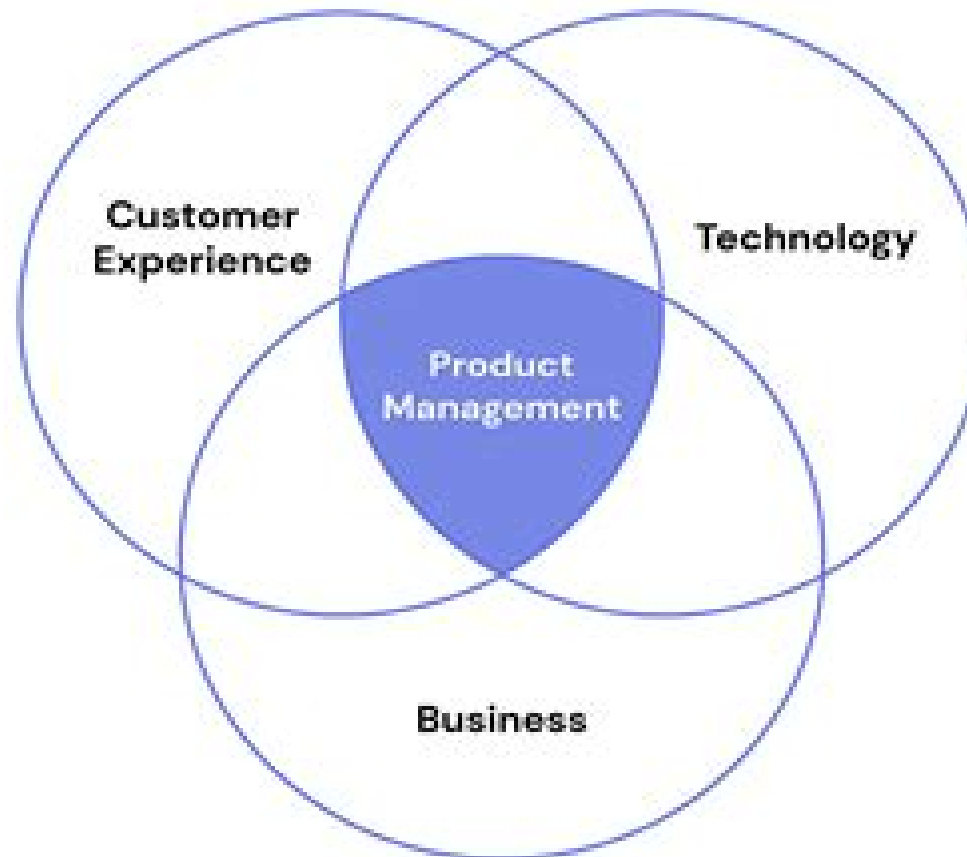


Product Management: An Intersection of Three Fields



Guide Product Management Marketing Knowledge

Gunjal, Bhojaraju



Guide Product Management Marketing Knowledge:

The Guide to the Product Management and Marketing Body of Knowledge Greg Geracie, 2013 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 worl

Take Charge Product Management Greg Geracie, 2010 Unlock your product management potential and achieve breakthrough performance for your products and company If you re looking for an effective and proven approach to product management one that recognizes that the majority of product managers enter the field with little or no training and must learn through trial and error this is the book for you Take Charge Product

Management guides you step by step along the product management path with tips tactics and tools to make you and your products more successful Whether you re a new or experienced product manager or a seasoned executive leading a team of product managers this hands on guide arms you with best practices to optimize your time and effectiveness and increase your value Having performed technology assessments for over 200 companies we have found the information and processes contained in this book to be outstanding and best practices Rick Jennings CISA President Assess IT Geracie nails it with Take Charge Product Management This book is a comprehensive guide to becoming a highly effective product manager The book s format really brings home the tools and processes that are required to become a leader in any organization s product management function Take Charge Product Management should be the new bible for all product managers Kevin Maguire General Manager Philips Healthcare Greg has done a wonderful job capturing the experience of being a product manager in an engaging and readable book There are insights here that I would love to have had when I started and still learned from after 15 years in product management Edgar MacBean Vice President Product Management Pathway Genomics Geracie delivers an incredibly useful book with real world insights application points and no fluff every word is real world The unique format of a story line along with the practical and comprehensive guidance at each step of the story is like having an experienced product manager mentor guiding you every step of the way Matt Jackson Owner Jackson Consulting Inc Take Charge Product Management is a must read for all product management and product marketing professionals This book takes an often complicated job and provides clear direction With its proven strategies and practical examples product managers can maximize their return on investment and ensure their organization s success Brad Morton Senior Vice President Product Management Morehead Associates Reading this book I relived my early days finding my way as a new product manager It made me wish there had been a practical guide available to navigate the practice of product management then Take Charge Product Management is that practical guide for beginning product managers The substance of the book also provides seasoned professionals with a wealth of actionable information on the art and science of product management David Murdock Director Consulting Services and Product Management at Quorum Health Resources A fast paced and comprehensive approach to product management shedding needed light on the role responsibilities and job expectations and providing the necessary tools for product managers to succeed A fantastic read for executives looking to create a new product management organization and hire the right people for the job David Palkoner Director of Product Management Solucient LLC About the Author Greg Geracie is the President and Founder of Actuation Consulting LLC providing product management advisory services training and consulting to organizations nationwide Actuation Consulting is the culmination of over 23 years experience in product management and marketing leadership positions for start ups private equity backed ventures mid sized companies and multi billion dollar corporations *Product Management For Dummies* Brian Lawley,Pamela Schure,2017-01-24 Your one stop guide to becoming a product management prodigy Product management

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Norton Paley,2021-05-13 The ability to think strategically is permeating every level of successful organizations particularly among senior executives and line managers responsible for maintaining a competitive advantage for their products and services Above all Manager s Guide to Creative Marketing Strategies is a pragmatic examination of a 21st century manager The second edition of this popular book will update you on the latest techniques for developing competitive strategies It examines how to apply strategies and tactics in a confusing global mixture of hostile competitors breakthrough technologies emerging markets fickle customer behavior and diverse cultures You will gain practical information about what strategy is how competitive intelligence contributes to successful strategies and how to put it all together The book is an all in one resource for analyzing planning and developing competitive strategies a workbook with checklists and forms and a reference with numerous case histories

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Integrating Research and Practice in Software Engineering Stan Jarzabek, Aneta Poniszewska-Marańda, Lech Madeyski, 2019-08-02 In this book the authors highlight recent findings that hold the potential to improve software products or development processes in addition they help readers understand new concepts and technologies and to see what it takes to migrate from old to new platforms Some of the authors have spent most of their careers in industry working at the frontiers of practice based innovation and are at the same time prominent researchers who have made significant academic contributions Others work together with industry to test in industrial settings the methods they've developed in the lab The choice of subject and authors represent the key elements of this book Its respective chapters cover a wide range of topics from cloud computing to agile development applications of data science methods re engineering of aging applications into modern ones and business and requirements engineering Taken together they offer a valuable asset for practitioners and researchers alike **Managing Knowledge and Scholarly Assets in Academic Libraries** Gunjal, Bhojaraju, 2016-12-28 Knowledge management strategies play an important role across numerous industries These processes and strategies can be adopted into higher education sectors for use in managing scholarly assets *Managing Knowledge and Scholarly Assets in Academic Libraries* is an essential reference source for the latest research on approaches for adopting and implementing various facets of knowledge management in academia Featuring expansive coverage on a range of topics and perspectives such as knowledge mapping social media applications and linked data this publication is ideally designed for librarians students managers and scholars seeking current research on the innovative measures of knowledge management in libraries

Handbook of Marketing Barton A Weitz, Robin Wensley, 2006-08-11 NEW IN PAPERBACK The Handbook of Marketing is different that Barton Weitz and Robin Wensley are its editors should suggest something out of the ordinary A glance at the contributors e g Wilkie Webster Day Shocker Keller Hauser Winer Stewart Parasuraman Zeithaml puts the matter to rest The Handbook is an extraordinary effort The blurb on the dust jacket is an understatement the Handbook will be invaluable to advanced undergraduates graduate students academics and thoughtful practitioners in marketing the book is far more than that in short the Handbook is probably invaluable to all academic researchers *Journal of Marketing Handbook of Marketing* is a rich compilation of thorough reviews in the field of marketing management The editors have selected premier marketing scholars and have given them the opportunity to examine their area of expertise in a format much less confining than those provided by the major journals in the field The authors have taken this opportunity and have done an outstanding job not only

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