

[Ebook free] Product Marketing Versus Product Management (English Edition)

Product Marketing Versus Product Management (English Edition)

Von Brian Lawley

ebooks | Download PDF | *ePub | DOC | audiobook

Product Marketing Versus Product Management

An Overview and Comparison of Roles and Responsibilities

A white paper by:
Brian Lawley
President, 280 Group LLC



Marketing & Product Management for Silicon Valley Companies

About the 280 Group...

The 280 Group LLC provides consulting, contracting, training, and coaching services in the areas of Marketing and Product Management to high-tech companies in Silicon Valley. For more information or a free consultation call 408-832-1119 or visit their website at www.280group.com

To receive future white papers like this one or to subscribe to the free 280 Group newsletter visit: www.280group.com

Copyright 2003 280 Group LLC. All rights reserved, including the right of reproduction in whole or in part of any form.

DOWNLOAD



READ ONLINE

Produktinformation -Verkaufsrang: #1334279 in eBooksVerffentlicht am: 2010-05-16Erscheinungsdatum: 2010-05-16File Name: B003MQNATM | File size: 35.Mb

Von Brian Lawley : Product Marketing Versus Product Management (English Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Product Marketing Versus Product Management (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Top level informationVon A. SchferThis is just giving you an idea of main differences, but there is no deeper knowledge explained. However, the price isn't that big, but you can find the information on any website about that subject, but if you'd like to have a quick summary, this is the right white-paper for you.

KurzbeschreibungThis white paper was written to educate readers on the differences between product marketing and

product management. The white paper goes into detail on the different roles and responsibilities of the two positions. Knowing the difference between these two positions is key to making sure your product development process runs smoothly. Kurzbeschreibung This white paper was written to educate readers on the differences between product marketing and product management. The white paper goes into detail on the different roles and responsibilities of the two positions. Knowing the difference between these two positions is key to making sure your product development process runs smoothly.