

## Guide Product Management Marketing Knowledge

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Product knowledge is the ability to communicate information and answer 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. For example, an organization may offer product knowledge training for executive management, sales, marketing and customer service roles.

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

Introduction to Product Management Product management is an important organizational role. Product managers are typically found at companies that are building products or technology for customer or internal use. This role evolved from the brand manager position that is often found at consumer packaged goods companies.

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1-800-606-2777 or +1 212-647-9100 Page 1 Product Management Guide A white paper from Sequent Learning Networks

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

Yet, the profession has lacked a clear description of product management as a discipline. This changed when the Association of International Product Marketers and Managers (AIPMM) sponsored the creation of the "ProdBOK – The Guide to the Product Management and Marketing Body of Knowledge."

Product Management Definition and Examples | Aha!

One of them is the book entitled The Guide to the Product Management and Marketing Body of Knowledge: ProdBOK(R) Guide By Greg Geracie. This book gives the reader new knowledge and experience. This online book is made in simple word. It makes the reader is easy to know the meaning of the contentof this book.

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

Description 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).

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Guide Product Management Marketing Knowledge

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.

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14 Types of Product Knowledge - Simplicable

Release of The Guide to the Product Management and Marketing Body of Knowledge (ProdBOK) ... they allow product professionals to demonstrate their expertise and provide corporate members an assurance that their product management and marketing teams are operating at a high competency level. ... product marketing managers and brand managers ...

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