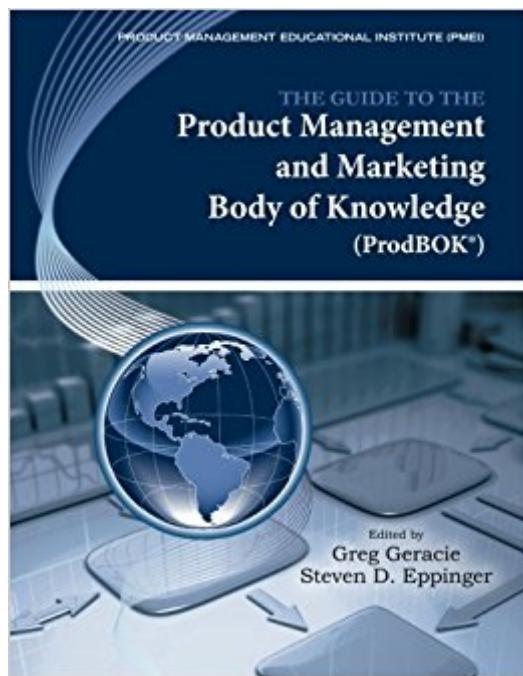The book was found

The Guide To The Product Management And Marketing Body Of Knowledge: ProdBOK(R) Guide

Synopsis

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 ProdBOKÃ Â® 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: Ã¢â ¬Â¢ Introduces a product management lifecycle for goods and services Ã¢â ¬Â¢ Encompasses and defines traditional product development processes such as waterfall, as well as newer approaches that fall under the Agile umbrella Ã¢â ¬Â¢ Illustrates the various inputs and outputs that product managers should consider at each phase of the product management lifecycle Ã¢â ¬Â¢ 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 Ã¢â ¬Â¢ 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.

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Customer Reviews

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 worldÃ¢â ¬â„¢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 MITÃ¢â ¬â„¢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.

I used this book (ProdBOK), the AIPMM online course, and a marketing course to study for the CPM/CPMM exam. I liked the ProdBOK best as the information is to the point and presented in order through the PLC and PMF, compared to the marketing textbook which had me flipping all over the place to study. This ProdBOK has great info and easy to read so this will definitely have a place on my desk.

I found this book to be quite comprehensive in its description of Product Management and its role in an organization. I am quite biased however in that I believe that Product Management is one of the critical roles in any company and all companies would benefit from being Product Management led. The ProdBOK is an impressive work encompassing the field of product management and representing the work of approximately 60 thought leading professionals. 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 book is product management's version of the PMBOK Guide (in the project management

profession) and a must have book that should sit on the desk of every product management professional. Highly recommended.

Great

Finally a BOK for product management and marketing! I found this resource well organized and a wealth of knowledge for our discipline. My product team uses it as a reference on a regular basis.

The ProdBOK was a multiyear activity spanning some 60 contributors. As one of those individuals, I'll provide a view of some of the goals and challenges of the book. First a brief synopsis.Section 1 is broad primer of the background, history, roles and marketing concepts relevant to the job. For those new to the role, or those who have roles adjacent to product management, there may be some fundamentals here worth understanding. For experienced practitioners, this may be worth leafing through as refresher.Section 2 is really the meat of the book, and walks through a seven-phase lifecycle framework from inception to retirement for a product. It attempts to capture major activities that MAY be part of the needed process for creating new products and services or advancing existing ones. It is not intended to define the only way it can be done. It also tries to identify who the major collaborators may be with product management and also the trade-offs that may exist in any specific organization. For those with more experience, there may be some guidance in getting past some issues that may be hampering you.Section 3 is complementary to Section 2 to provide some specific examples of tools and checklists for each of the lifecycle phases.The major goal of the book was an attempt to bring together a cohesive view of product management and to provide a useful reference for all of the activities required in delivering products to the marketplace. In that regard, it's probably more of a Product Management 101/201 reference book than an attempt to address more advanced topics like strategy, politics, conflict and other issues that can sidetrack the role.The challenges associated with creating this book were many. First, the breadth and depth of the book required the involvement of many individuals, and weaving together many inputs in a relatively cohesive manner was no small task. My complements to the editors for their tenacity and skill in pulling it off.Second, the role of product management across industries, companies and products varies dramatically, and trying to capture a generalized view without getting too prescriptive was a constant focus. This often required stepping back and trying a different track to cover a broader view.Third, product management success lies more in the close association and working relationships with other functions and individuals in the company than in the rote activities and

product management framework. Product management cannot succeed as an island. This book attempts to identify those needed relationships in addition to processes that have proven to be successful when applied in a collaborative environment. If you find yourself in a situation that's not effective or satisfying, this book may give some hints as to how to find a winning formula.Lastly, your specific experience or current role definition may vary significantly from what is defined in this book. The intent is for you to identify what is working and stick to it, and there may be ideas to make it work even better. For those activities that may have challenges, or are new for the role in your company, this book may provide a foundation for getting over the hump in establishing new ways of doing business. Apply them in a way that works for you and with the support of others in your organization.This is just the initial release of the ProdBOK, and has many opportunities for improvement going forward. Hopefully, it provides a useful first step in helping product management be successful.- Don Vendetti

This book baselines the meaning of what product management and marketing is for the industry. Not only does it describe in detail the act of managing a product from conception, through commercialization, and finally through retirement; but its inclusive nature of the other functions involved (project management, business, analysis/architecture, user experience, and Agile product owner) differentiate it from all the rest. This is the super structure I've been waiting for. Product management and development can't be done alone and this BOK finally recognizes that. It breaks away from the silo'd BOKs of the past and forces a collaborative way of thinking. As a project manager, I finally feel like PMBOK has more meaning. This is the industry anchor I've been looking for.- Steve Starke

I have spent nearly 20 years in product management in young or startup organizations, and found this book to have done an outstanding job in defining and framing what it means to be a Product Manager and setting out how it can effectively help a company achieve its goals. Anyone who has led a product management team, worked as a product manager, or is beginning/considering a career in this field will benefit from the effort that has gone into this book.One of the challenges in this field is that people have a lot of different views on what it is or should be, and where it fits relative to engineering, marketing, sales, etc. Further, there are legitimate differences for the role of a product manager based on company stage (i.e. startup vs. an established company with mature product lines), vertical (i.e. technology/consumer goods/media/etc) and other internal and external factors. While the exact answers to that will be specific to an organization, the ProdBOK does a

remarkable job tackling these diverse issues and will be invaluable to any individual/organization striving to have an effective product management role.From defining the various roles commonly ascribed to a PrdMgr, to establishing some best practices for those roles, and putting them into a real world context, this book is something I wish I had when I started my career -- the book would have been a valuable reference at every stage, not to mention being bookmarked, highlighted, and annotated extensively!

The Guide to the Product Management and Marketing Body of Knowledge: ProdBOK(R) Guide Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Product Development and Management Body of Knowledge: A Guidebook for Training and Certification Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Organising Knowledge: Taxonomies, Knowledge and Organisational Effectiveness (Chandos Knowledge Management) Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing BODY BUTTER: Homemade Body Butter Recipes - 30 DIY Body Butter Recipes For Softer, Healthier, And More Radiant Skin (Body Butter, Body Butter Recipes, natural remedies) The Product Manager's Field Guide : Practical Tools, Exercises, and Resources for Improved Product Management Take Charge Product Management: Time-Tested Tips, Tactics, and Tools for the New or Improved Product Manager Product Management [McGraw-Hill/Irwin Series in Marketing] by Lehmann,Donald, Winer,Russell [McGraw-Hill/Irwin,2004] [Hardcover] 4TH EDITION FBA: Private Label Product Sourcing: Finding Manufacturers and Understanding Product Regulations, Standards, Customs and Import Tax Rates. (Mastermind Roadmap to Selling on with FBA Book 2) The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager (Business Books) Security Risk Management Body of Knowledge (Wiley Series in Systems Engineering and Management) Product Leadership: How Top Product Managers

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