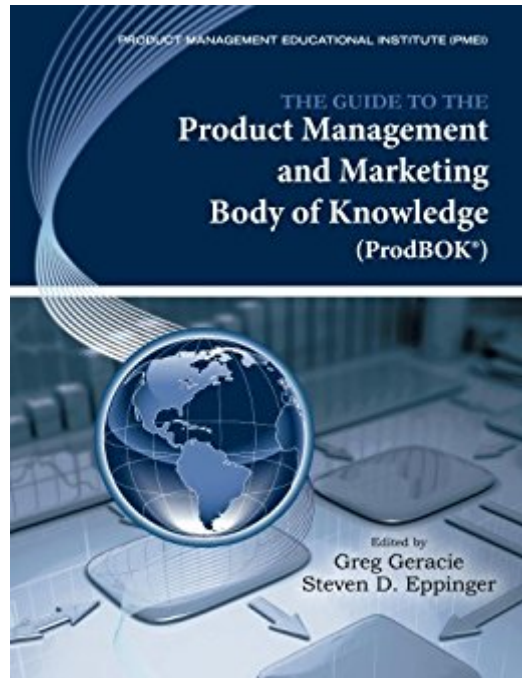# The Guide To The Product Management And Marketing Body Of Knowledge (ProdBOKÂ® Guide)

Synopsis

Setting the Standard for Product Management and MarketingMany 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 ProdBOKÂ® Guide). This effort was enhanced by project management, user experience, and business analyst thought leaders who further defined andoptimized 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:â ¢ Introduces a product management lifecycle for goods and servicesâ ¢ Encompasses and defines traditional product development processes such as waterfall, as well as newer approaches that fall under the Agile umbrellaâ ¢ Illustrates the various inputs and outputs that product managers should consider at each phase of the product management lifecycleâ ¢ 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 communitiesâ ¢ Describes essential tools that product managers should be aware of and utilize as they work to create value for their organizationsThe 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 Editors 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 worldâ ™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 MITâ ™s executive programs in product development and complex project management. He has co-authored a leading textbook, Product Design and Development (5thedition, 2012, McGraw-Hill), which is used by hundreds of universities around the world.

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Customer Reviews

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.

The ProdBOK represents a historic milestone for the profession of product management forwarding professionals engaged in managing products from inception to sunsetting, across industries, stage of growth and size of organizations. As stated in the first chapter, "It was developed to give product managers information that would motivate them to look deeper into the subject and research the far greater body of knowledge that exists within the product management domain. It is a living reference that is constantly evolving."This volume of 346 pages represents a compilation of the most prolific writers, bloggers, thought leaders, trainers and authors currently forwarding the understanding of product management today, with input from other disciplines that intersect the product management function. This is not an academic textbook of theory, although it will no doubt be used to teach Fundamentals of Product Management 101, but the result of a collaboration of practitioners currently working in the field, striving to provide a common lexicon to forward newcomers and future product leaders.The ProdBOK is a must own, must read, must reference for all those seeking to be product professionals, as well as hiring managers, HR departments, and companies striving to establish effective product management as a business function, hiring and onboarding new product managers, and providing a career path for product people. In Silicon Valley, many (if not most) of the best known CEOs held the title of product manager at one time in their career.

The Guide to the Product Management and Marketing Body of Knowledge (ProdBOKÂ® Guide) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) The Guide to the Product Management and Marketing Body of Knowledge: ProdBOK(R) Guide Agile Product Management: Product Owner: 26 Tips to Manage Your Product

and Work with Scrum Teams Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum Project Management: 26 Game-Changing Project Management Tools (Project Management, PMP, Project Management Body of Knowledge) 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) Project Management: Secrets Successful Project Managers Know And What You Can Learn From Them: A Beginner's Guide To Project Management With Tips On Learning ... Project Management Body of Knowledge) Agile Product Management: User Stories: How to capture, and manage requirements for Agile Product Management and Business Analysis with Scrum (scrum, ... development, agile software development) Agile Product Management: User Stories: How to Capture Requirements for Agile Product Management and Business Analysis with Scrum The Agile Product Manager: A practical and straight to the point guide to agile product management Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates)