



Successful Product Management (Paperback)

By Stephen Morse

Kogan Page Ltd, United Kingdom, 2006. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book ***** Print on Demand *****.There are many product managers. Often their responsibilities are extensive and expectations of performance overwhelming. In this second edition of Successful Product Management, Stephen Morse focuses on the skills and techniques the product manager needs to be effective as the architect and support of the product line, from developing the product plan to the product life cycle, control and communication. Published in association with Marketing, Britain's leading magazine for the marketing and advertising community, the book offers a practical approach to the product management system, covering all aspects of the tasks, including Product strategy New product development (NPD) Product marketing Product profitability Branding The detailed examples and checklists in Successful Product Management will assist all product managers, whether they are new to marketing or adapting their existing roles and want to freshen their ideas as they strategize, plan and develop products.

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