



Marketing Skills for Product Managers: How Product Managers Can Use Marketing to Make Their Product a Success

By Jim Anderson

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.At the heart of what it means to be a product manager lies the ability to market your product. No matter if you are trying to get people inside of your company to provide you with the resources or funding that your product needs in order to get out the door or if its customers that you are after, you ve got to be able to paint a picture of your product that makes people want it. What You ll Find Inside: PRODUCT MANAGER MARKETING MISTAKES HOW TO USE WEB 2.0 TO BE A BETTER PRODUCT MANAGER HOW PRODUCT MANAGERS CAN GET BETTER AT CREATING POWERPOINT SLIDES PRODUCT MANAGERS THE SECRET OF THE COLOR WHEEL Product managers are not perfect and when it comes to marketing our product we do make mistakes. However, the key is to learn from both our mistakes and the mistakes that other product managers have made in order to ensure that we won t be repeating them. Not making mistakes is even more important now that the Web 2.0 has arrived. Everything that...



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