

Product Management

The purpose of this book is to provide a basic approach for dealing with the more complex issues faced by product managers such as changes in information technology, improvement in the Internet, increase in global competition, and changes in customer needs and wants. In addition, cooperating with other parts of the organization and outside parties is critical.

This 4th editions covers three major tasks facing marketers in general and product manager in particular, which are:

1. Analyzing the market
2. Developing objectives and strategies for the product or service in question
3. Making decisions about price, advertising, promotion, channels of distribution, and service

The authors use the development of a marketing plan as a unifying framework, a process that integrates the three tasks and provides a written record of the brand's history, prospects, and hopes.

