

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

Marketing Skills For
Product Managers



How Product Managers Can Use Marketing
To Make Their Product A Success

Practical, proven examples of how to use your
marketing skills to make your product a success!

Dr. Jim Anderson



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Book Review

Thorough guide! Its this sort of excellent read. It is really simplified but unexpected situations in the 50 % in the book. You are going to like just how the blogger create this publication.

(Prof. Lela Steuber)

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