



The Guide to the Product Management and Marketing Body of Knowledge **Fact Sheet**

- BOOK TITLE:** *The Guide to the Product Management and Marketing Body of Knowledge (ProdBOK®)*
- PUBLISHER:** Association of International Product Marketing and Management (AIPMM)
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Product Management
Product Management: Textbooks, handbooks, manuals, etc.
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Body of Knowledge
- EDITIONS:** *ProdBOK* is currently available in print and Amazon Kindle™ editions. The e-book version is portable and can easily be accessed via personal computers (PCs); Amazon e-reader devices, including Kindle™, Kindle Fire HD™, and Kindle Paperwhite™; and dozens of cutting-edge smartphones and tablets running Kindle applications on multiple major mobile operating systems, including Android, iOS, BlackBerry®, and Windows Mobile. AIPMM intends to release electronic versions of *ProdBOK* in the coming months for the Apple iBooks, Barnes & Noble Nook™, and Reader™ from Sony platforms.
- PUBLISHER OVERVIEW:** Founded in 1998, [the Association of International Product Marketing and Management \(AIPMM\)](http://www.aipmm.com) is the world's largest professional organization of product managers, brand managers, product marketing managers, and other individuals responsible for guiding their organizations and clients through a constantly-changing business landscape. With members in over 75 countries, AIPMM is the worldwide-certifying body of product professionals with the following certification designations: Certified Product Manager® (CPM®), Certified Product Marketing Manager® (CPMM®), Agile Certified Product Manager® (ACPM®), Certified Innovation Leader® (CIL®) and Certified Brand Manager® (CBM®). For more information, please visit www.aipmm.com; like AIPMM on Facebook at www.facebook.com/aipmm; or follow AIPMM on Twitter at [@aipmm](https://twitter.com/aipmm).

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- LENGTH:** 345 pages.
- OUTLINE:** **Section 1: Understanding Product Management**
Chapter 1: Introduction
Chapter 2: Product Management and Product Marketing Management
Chapter 3: What Is A Product?
Chapter 4: What Is Product Management?
Chapter 5: Common Product Management Roles
Chapter 6: Aligning ProdBOK with Other Existing Processes
(and Why It Matters)
Chapter 7: Product Management's Relationship with Other Disciplines
- Section 2: The Product Management Lifecycle Framework**
Chapter 8: Introduction to the Product Management Lifecycle
Framework and Process Groups
Chapter 9: The Fundamentals
Chapter 10: The Conceive Phase
Chapter 11: The Plan Phase.
Chapter 12: The develop Phase
Chapter 13: The Qualify Phase
Chapter 14: The Launch Phase
Chapter 15: The Deliver Phase
Chapter 16: The Retire Phase
- Section 3: Key Product Management Tools by Lifecycle Phase**
Chapter 17: Product Management Tools
- PRICING:** Print: \$65.95.
E-Book: \$65.95.
- AVAILABILITY:** ProdBOK is available to members and non-members for purchase now through the following channels:
- The organization's book website: www.productmanagementbook.com.
 - [Amazon™](#).
 - Select brick-and-mortar locations.
- PROMOTIONS:** Between September 1 and December 31, 2013, any product professional who signs up for one of AIPMM's certification programs will receive a free copy of ProdBOK following the payment of his registration.
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