



The Guide to the Product Management and Marketing Body of Knowledge Contributor Comments

"I immediately recognized the value of the *ProdBOK* Guide in order to create an international standard to guide our profession, much as *PMBOK*[®] has for the field of project management and *BABOK*[®] has for the discipline of business analysis."

— Greg Cohen, Author, *Agile Excellence for Product Managers*

"The *ProdBOK* Guide finally provides a collaborative view across the profession for the role of product management and the value it can deliver to organizations. For anyone at any level or title who wants to improve the effectiveness of their product management activities in delivering market-driven products, this is the place to start."

— Don Vendetti, Founder and Principal, Product Arts

"The *ProdBOK* Guide will become a vital addition to every manager's library and will sit proudly on the shelf next to the *PMBOK*."

— Lee Lambert, Chief Executive Officer, Lambert Consulting Group

"The *ProdBOK* Guide will be on the bookshelf, desktop, and Kindle™ of every product manager in the country. I learned a ton when I read it and was able to apply that knowledge to my day-to-day activities immediately. I'm sure that this will be an amazing success and a valued resource for product managers in all stages of their careers."

— David Radzialowski, President, Chicago Product Management Association

"The *ProdBOK* Guide is essential for professional development purposes, for defining who's qualified to practice, and for communicating the value of the product management profession to the world."

— Rich Gunther, President, User Experience Professionals Association (UXPA)

"The *ProdBOK* Guide is a major step forward in standardizing what product management is, and the key practices it entails. The Guide will help product managers and marketers adopt practices that lead to greater professional success."

— Linda Merrick, Principal, Pivotal Product Management

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"We think that it's very important for the product management community to have a common reference point for the roles and responsibilities of product management. The *ProdBOK* Guide will provide additional credibility to the product management function in organizations."

— Nick Coster, Co-Founder and Head of Training, Brainmates

“The *ProdBOK* Guide will further legitimize the role of product management and lead to more attention and study of the field. I’m proud to have been a contributor to its development.”
— Jeff Lash, Author, *How to be a Good Product Manager*

“The *ProdBOK* Guide connects the roles of product and project managers and paves the way for improved communication and smoother delivery of products by providing needed guidelines and explanations that improve performance.”
— Frank Saladis, Owner, Blue Marble Enterprises, Inc.

“The *ProdBOK* Guide defines the requirements, orientation, and basic foundation of product management, which are desperately sought after by individual product management professionals, product teams, decision-makers, HR departments, and organizations of all sizes seeking to increase market share and product success.”
— Cindy F. Solomon, Founder, Global Product Management Talk

“In my 30+ years managing projects and products, I have seen the subject of product management treated many different ways. But for me, *ProdBOK* stands alone as THE definitive guide.”
— Gary R. Heerkens, President, Management Solutions, Group, Inc.

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