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Association of International Product Marketing and Management Announces Introduction and Availability of Its First Textbook, *The Guide to the Product Management and Marketing Body of Knowledge*, in Both Print and Electronic Editions

***Global Professional Organization Releases Affordable, Comprehensive Product
Management Resource and Framework Universally Applicable to All Industries
And Businesses in Bringing Products and Services of All Varieties to Market***

RENO, Nev. — October 9, 2013 — [The Association of International Product Marketing and Management \(AIPMM\)](#), a global professional association dedicated to promoting the importance of and worldwide excellence in the product marketing and management disciplines, today announced the introduction and immediate availability of its first textbook, [The Guide to the Product Management and Marketing Body of Knowledge \(ProdBOK\)](#).

Developed, authored, and published by AIPMM, and available in print and electronic editions, *ProdBOK* is the organization's most significant new offering in its 15-year history. The result of over three years of intensive research and development, *ProdBOK* is a comprehensive, professionally-written textbook which outlines a foundational product management framework that is universally applicable to all industries and companies in helping them bring products and services of all kinds to market.

"As a global leader in product marketing and management training and education, and as part of our commitment to continuously improving these important programs, we felt we could best serve our stakeholders by developing and introducing our own textbook authored by some of the profession's most brilliant minds," said Therese Padilla, founder and president of AIPMM, and a product marketing and management executive with over two decades of professional experience. "*ProdBOK* is the direct result of those efforts. Most importantly, the book is affordable, designed for use in academia, and distributed through multiple channels so it can easily be accessed by students and professionals of all experience levels. It is our vision that *ProdBOK* will ultimately become the de-facto resource for all things related to product marketing and management."

About ProdBOK

The most definitive and comprehensive textbook of its kind in the world, *ProdBOK* is highly regarded by product management and marketing executives as the authoritative, go-to resource for these important business disciplines. It is ideal for novice and seasoned product managers, product marketing managers, brand managers, and other executives who play instrumental roles in the management of products and services.

The book's primary differentiator, and the heart of its instructional methodology, is the AIPMM Seven-Phase Product Lifecycle Framework, a vendor-independent, open-source product management and product marketing standard that leverages best practices used in a wide range of companies and industries across the globe. Developed with input from over 50 experts, and endorsed by leading consulting companies, this framework ensures professionals are equipped to address the most modern and up-to-date product management and product marketing challenges faced in today's sophisticated business environments. Encompassing seven distinct product phases, from conception to end of life, it covers all details associated with a product or service throughout its entire lifecycle.

About the Editors

ProdBOK is co-edited by Greg Geracie, a recognized thought leader in the field of product management, and Dr. Steven Eppinger, a professor of management science and innovation at Massachusetts Institute of Technology's (MIT) prestigious Sloan School of Management. Geracie is president of Actuation Consulting, a global provider of product management training, consulting, and advisory services to some of the world's most well-known brands. The author of the international business best-selling book, *Take Charge Product Management*[®], he is an adjunct professor at DePaul University's College of Computing and Digital Media, where he teaches undergraduate and graduate high-tech and digital product management courses. At MIT, Dr. Eppinger holds the General Motors Leaders for Global Operations chair, and he has a joint appointment in the university's engineering systems division. Additionally, he is the co-director of MIT's system design and management program, and he served as deputy dean of the Sloan School from 2004 to 2009. Dr. Eppinger co-authored the leading textbook, *Product Design and Development*, now in its fourth edition and used by hundreds of universities around the world.

AIPMM will incorporate *ProdBOK* into its global training and certification programs, and market and distribute it as a textbook to be used in integrated marketing, product management, and product marketing courses at select colleges and universities worldwide. The organization developed and introduced the book to bring further clarity, accountability, and credibility to an important profession that is often overlooked and undervalued by *Fortune* 1000 companies, yet is crucial to the successful conception, design, launch, and management of products and service.

Availability and Pricing

AIPMM's *ProdBOK* is available to members and non-members for purchase beginning today through the organization's book website (www.productmanagementbook.com); major online booksellers, including [Amazon](http://Amazon.com)[™]; and select brick-and-mortar locations.

An excellent desk or office resource for product managers, product marketing managers, brand managers, and executives of varying experience, the book represents an excellent value for the money, particularly in comparison to other, far more expensive textbooks. The cost of *ProdBOK* is \$65.95 for both the print and Amazon Kindle[™] editions. The e-book version is portable and can easily be accessed via personal computers (PCs); prominent 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.

Additionally, between September 1 and December 31, 2013, any product professional who signs up for one of AIPMM's certification programs — Certified Product Manager[®] (CPM[®]), Certified Product Marketing Manager[®] (CPMM[®]), Agile Certified Product Manager[®] (ACPM[®]), Certified Innovation Leader[®] (CIL[®]) and Certified Brand Manager[®] (CBM[®]) — will receive a free copy of *ProdBOK* following the payment of his registration.

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About AIPMM

Founded in 1998, the Association of International Product Marketing and Management (AIPMM) 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 the association on Twitter at [@aipmm](https://twitter.com/aipmm).