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Product Management and Marketing Body of Knowledge (the ProdBOK(r) Guide). This effort was enhanced by project management, user experience, and business analyst thought leaders who further defined and optimized several essential working relationships that improve product manager effectiveness. As a result of this groundbreaking collaboration within the product management community and across the adjoining professions, the ProdBOK Guide provides the most comprehensive view of product management and

range of goods and services. The resulting standard provides product managers with essential knowledge to improve the practice of product management and deliver organizational results This edition of the ProdBOK Guide: Introduces a product management lifecycle for goods and services **Encompasses and defines** traditional product development processes such as waterfall, as well as newer approaches that fall under the Agile umbrella Illustrates the various inputs and outputs that product managers should consider at each phase of

marketing as they apply to a wide the product management

lifecycle Highlights how to optimize the working relationship between product management professionals and our counterparts in the project, user experience, and business analyst communities Describes essential tools that product managers should be aware of and the president of Actuation utilize as they work to create value for their Organizations The product management training, ProdBOK Guide represents an standard for the practice of product management. The book author of the global best seller was sponsored by the Association of International Product Marketing and

Management (AIPMM). Founded in 1998, AIPMM aims to help professionals like you attain a higher level of knowledge Illinois. Steven D. Eppinger is and enhance the results you program, portfolio management, bring to your organizations every and innovation at the day. About the Authors Greg Geracie is a recognized product management thought leader and Consulting, a global provider of consulting, and advisory services industry-wide effort to establish a to some of the world's most well- authored a leading textbook, known organizations. Greg is the Product Design and Take Charge Product Management and led the development of the ProdBOK

Guide as editor-in-chief. He is also an adjunct professor at DePaul University in Chicago, professor of management science Massachusetts Institute of Technology (MIT) Sloan School of Management. Professor Eppinger teaches MIT's executive programs in product development and complex project management. He has co-Development (5th edition, 2012, McGraw-Hill), which is used by hundreds of universities around the worl

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questions. The numbers in parentheses describe the for each domain. Item references: Each exam item (a question with its least two references to standard books or other sources of project management. Most of the questions reference the PMI A Guide to the Project Management Body of Knowledge (aka the PMBOK Guide). The PMBOK Guide is currently (2018) in its sixth edition,

and the PMP exam changed in March 2018 to align with the updated guide.The Project Management Framework embodies a project life cycle and five major project management Process Groups: Initiating. Planning. Executing. Monitoring and Controlling. Closing. Encompassing a total of 49 processes. Mapped to these five process groups are ten project management Knowledge **Areas: Project Integration**

Management Project Scope Management **Project Schedule** Management Project Cost Management Project **Quality Management Project Resource** Management Project Communications Management Project Risk **Management Project** Procurement Management employ PMP certified Project Stakeholder Management. The processes of these knowledge areas are described by their inputs, tools and techniques, and

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