

Guide Product Management Marketing Knowledge

This is a collection of papers presented in the 11th European Japanese Conference on Information Modelling and Knowledge Bases held in Maribor, Slovenia. This annually organized conference brings together the leading researchers from Europe and Japan to introduce the latest results of their research.

This book gives a comprehensive overview on Software Product Management (SPM) for beginners as well as best practices, methodology and in-depth discussions for experienced product managers. This includes product strategy, product planning, participation in strategic management activities and orchestration of the functional units of the company. The book is based on the results of the International Software Product Management Association (ISPMA) which is led by a group of SPM experts from industry and research with the goal to foster software product management excellence across industries. This book can be used as textbook for ISPMA-based education and as guide for anybody interested in SPM as one of the most exciting and challenging disciplines in the business of software. Hans-Bernd Kittlaus is the Chairman of ISPMA and owner and managing director of InnoTivum Consulting, Germany. Samuel Fricker is Board Member of ISPMA and Professor at FHNW, Switzerland.

Marketplace complexity and dynamics create an environment that increases the uncertainty of innovation activities. In this context systematic management of innovation and product management are increasingly important for company success. This book presents the fundamentals of innovation and product management and introduces the reader to a holistic process model with particular focus on innovation and uncertainty. This integrated consideration of innovation management and product innovation within an interdisciplinary approach represents a unique characteristic of this book. The book is designed to address the needs of managers who want a practical but well-researched guide to innovation and product management. Graduate and advanced undergraduate students would also find the chapters in this book particularly useful.

Having spent considerable time in Product Management, I decided to put together my experiences in a book. Though there are many internet sources available to learn product management. There are plenty of students, first generation graduates who would need a ready reckoner book to learn Product Management in a structured manner. Books are a perfect starting point for any individual. Yet today the cost of a good Product management book makes it inaccessible to students and other lower income groups. Hence, the cost of this book is intentionally kept frugal to match the affordability of the lower income groups. The intention of this book is to deconstruct the market by making Product Management skills accessible to all individuals. This book provides an overview of the current knowledge landscape of Digital product management. It introduces software as a product in the contexts of commercial markets and end consumers. It provides an overview on of Digital product management practices and details the various elements of Digital product management based on the Value chain and SPMBOK.

Streamline project workflow with expert agile implementation The Project Management Profession is beginning to go through rapid and profound transformation due to the widespread adoption of agile methodologies. Those changes are likely to dramatically change the role of project managers in many environments as we have known them and raise the bar for the entire project management profession; however, we are in the early stages of that transformation and there is a lot of confusion about the impact it has on project managers: There are many stereotypes and misconceptions that exist about both Agile and traditional plan-driven project management, Agile and traditional project management principles and practices are treated as separate and independent domains of knowledge with little or no integration between the two and sometimes seen as in conflict with each other Agile and "Waterfall" are thought of as two binary, mutually-exclusive choices and companies sometimes try to force-fit their business and projects to one of those extremes when the right solution is to fit the approach to the project It's no wonder that many Project Managers might be confused by all of this! This book will help project managers unravel a lot of the confusion that exists; develop a totally new perspective to see Agile and traditional plan-driven project management principles and practices in a new light as complementary to each other rather than competitive; and learn to develop an adaptive approach to blend those principles and practices together in the right proportions to fit any situation. There are many books on Agile and many books on traditional project management but what's very unique about this book is that it takes an objective approach to help you understand the strengths and weaknesses of both of those areas to see how they can work synergistically to improve project outcomes in any project. The book includes discussion topics, real world case studies, and sample enterprise-level agile frameworks that facilitate hands-on learning as well as an in-depth discussion of the principles behind both Agile and traditional plan-driven project management practices to provide a more thorough level of understanding.

The Product Manager's Field Guide Practical Tools, Exercises, and Resources for Improved Product Management McGraw Hill Professional

This report includes specific examples of how certain telecom industries use knowledge management to increase profitability: one telecom's new sales order process enabled a single service representative to perform the same functions as 12 technicians; how another company's call-center systems (after an extensive knowledge audit) yielded a 39.7 percent increase in capacity and a cost savings of \$1,285,607; and how yet another competitor improved its return on process (ROP) and return on knowledge (ROK) by 87 percent after implementing an intranet system combined with an automated workflow application.

This brand-new book from HRM expert and bestselling author, Michael Armstrong, is an ideal companion for those studying learning and development (L&D) at third year undergraduate and postgraduate level as well as practitioners in L&D roles in the workplace. Armstrong's Handbook of Learning and Development provides an essential grounding in L&D theory including the components of L&D, the distinction between L&D and training, the relationship of L&D to human resources and knowledge management as

well as coverage of the role of an L&D practitioner. In addition, this book covers emerging areas of learning such as digital, social and workplace learning as well as some of the latest developments including micro, connected and personalized learning as well as earning experiences. There is also coverage of how to use AI, gamification and curation to support learning and how to host both online and offline learning events. Supported by case studies and examples to put the theory in context, reflective exercises to consolidate learning and further reading suggestions to broaden knowledge and engagement with the topic, Armstrong's Handbook of Learning and Development is crucial reading for academic success. The final part of the book includes additional aspects of L&D including apprenticeships, leadership development and personal and interpersonal skills development. Online resources include lecture slides for every chapter, a lecturer manual and student manual.

The Proven, Professional Resume and Job Search Guide for Executives in the 100K and Above Salary Range This new, expanded edition of a classic bestseller supplements veteran career advisor William Montag's years of experience with the powerful online resources of CareerJournal.com, The Wall Street Journal's own career Web site. Let this handy resource be your own professional executive coach with up-to-the-minute advice on how to land your ideal executive job using proven high-visibility marketing techniques. The top-notch, real-world resume and cover letter samples inside will help you launch your search with the same competitive edge held by the top-level clients of Montag Associates. You'll learn how critical self-marketing is to your success and how to maximize your marketability by pairing the perfect cover letter with the right resume for any job opportunity. By combining the author's power packaging and patented Expansionist Theory (TM) methods with 24/7 online job search strategies you can outmarket, outsmart, and outclass the competition. Put your executive job search on the fast track with:

- * All the marketing techniques and online skills of professional executive career coaches
- * Up-to-date listings of the best career and job search sites on the Internet
- * Sample resumes accompanied by their own specially designed cover letters
- * Frequently asked questions and market-tested answers
- * Top ten rules for the twenty-first-century job market

Previous editions sold more than 17,000 copies Now includes a CD-ROM with Excel Worksheet templates and features new chapters on product management brand strategy and international perspectives Linda Gorchels is a well-known product management authority, and the author of The Product Manager's Field Guide and The Manager's Guide to Distribution Channels

This book constitutes the refereed proceedings of the 5th International Conference on HCI in Business, Government and Organizations, HCIBGO 2018, held as part of the 20th International Conference on Human-Computer Interaction, HCII 2018, in Las Vegas, NV, USA. The 1171 full papers and 160 posters presented at the 14 co-located HCII 2018 conferences were carefully reviewed and selected from a total of 4346 submissions. The papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers thoroughly cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The papers included in this volume cover the following topics: information systems in business; electronic commerce and consumer behavior; social media and social communities in business; social innovation; and business analytics and visualization.

Mastering Product Management: A Step-by-Step Guide offers practical, real-world advice on how to create and capture value as a Product Manager. It covers the full product life cycle, from idea discovery through end-of-life. Each section is scannable and concise, around two to three pages. Rather than diving deep into the theoretical background of a given area, it serves as a checklist of the key steps a Product Manager should take to complete a given task.

- Source new ideas that succeed
- Set a compelling product vision and strategy
- Search for profitable new business models
- Become a market expert
- Effectively manage roadmaps
- Ensure a successful product launch
- Understand value and price profitably
- Build and manage high-performance teams
- And much more!

This book is a convenient reference guide that you can use throughout your workday. It's meant for Product Managers of all levels and for anyone wishing to understand what it takes to define, develop, launch, and market new products successfully.

This book will help you become a better product leader. Benefitting from Roman Pichler's extensive experience, you will learn how to align stakeholders and guide development teams even in challenging circumstances, avoid common leadership mistakes, and grow as a leader. Written in an engaging and easily accessible style, How to Lead in Product Management offers a wealth of practical tips and strategies. Through helpful examples, the book illustrates how you can directly apply the techniques to your work. Coverage includes:

- * Choosing the right leadership style
- * Cultivating empathy, building trust, and influencing others
- * Increasing your authority and empowering others
- * Directing stakeholders and development teams through common goals
- * Making decisions that people will support and follow through
- * Successfully resolving disputes and conflicts even with senior stakeholders
- * Listening deeply to discover and address hidden needs and interests
- * Practising mindfulness and embracing a growth mindset to develop as a leader

Praise for How to Lead in Product Management: "Roman has done it again, delivering a practical book for the product management community that appeals to both heart and mind. How to Lead in Product Management is packed with concise, direct, and practical advice that addresses the deeper, personal aspects of the product leadership. Roman's book shares wisdom on topics including goals, healthy interactions with stakeholders, handling conflict, effective conversations, decision-making, having a growth mindset, and self-care. It is a must read for both new and experienced product people." ~Ellen Gottesdiener, Product Coach at EBG Consulting

"Being a great product manager is tough. It requires domain knowledge, industry knowledge, technical skills, but also the skills to lead and inspire a team. Roman Pichler's How to Lead in Product Management is the best book I've read for equipping product managers to lead their teams." ~Mike Cohn, Author of Succeeding with Agile, Agile Estimating and Planning, and User Stories Applied

"This is the book that has been missing for product people. Roman has created another masterpiece, a fast read with lots of value. It's a must read for every aspiring product manager." ~Magnus Billgren, CEO of Tolpagorni Product Management

"How Lead in Product Management is for everyone who manages a product or drives important business decisions. Roman lays out the key challenges of product leadership and shows us ways of thoughtfully working with team members, stakeholders, partners, and the inevitable conflicts." ~Rich Mironov, CEO of Mironov Consulting and "Smokejumper" Head of Product

Learn all about what a career in the investment management sector entails in the Vault Career Guide to Investment Management, European Edition.

'Careers in Marketing' is divided into four sections based on the key activities of marketing: Marketing Insights, Marketing Planning, Marketing Execution and Marketing Optimization. The most relevant digital and traditional marketing roles are described across each of these activities. Each role includes detailed descriptions of both traditional and digital marketing roles including key

job responsibilities and an 'insider view' of the day to day realities of the job. The pros and cons of each role is also described along with key success criteria, salary information, a typical career path as well as guidance on how to land one's first job.-Publisher description.

In this book, Martin Yate who is widely respected as 'the' expert on all career matters, describes how to create an irresistible CV that will open the doors to job interviews and offers of employment.

Product management has never been a more necessary or in-demand discipline for both technology startups and more established companies. Through technology, we have the means to enrich our work and leisure time in ways people, even just a few years ago, could only have dreamed about. It is easier, cheaper and quicker than it ever has been before to create technology products in both software and hardware. Everything is continually changing and the pace of innovation is perpetually increasing - just look at 3D printing. Product management is the art, science and skill of bringing a successful product to life. In *The Practitioner's Guide To Product Management*, Jock Busuttill looks what product managers do, how the role came to be, how it's still continuing to evolve, and why it's such good news that there's no prescribed route to becoming one. Busuttill also delves into examples of the good, the bad and the ill-advised products to consider why they succeeded and failed and give you the inside track on avoiding all the common product management pitfalls. The book examines the fine line between success and failure and reveals nine ways you can increase your product's chances of success. If you're new to product management and wondering what it's all about or if you're a product manager shooting for professional success, this book will give you the inside track on starting, developing, and then selling a new product.

"*Agile Excellence for Product Managers*" is a plain-speaking guide on how to work with Agile development teams to achieve phenomenal product success. It covers the why and how of agile development (including Scrum, XP, and Lean,) the role of product management, release planning, and more.

Knowledge management strategies play an important role across numerous industries. These processes and strategies can be adopted into higher education sectors for use in managing scholarly assets. *Managing Knowledge and Scholarly Assets in Academic Libraries* is an essential reference source for the latest research on approaches for adopting and implementing various facets of knowledge management in academia. Featuring expansive coverage on a range of topics and perspectives, such as knowledge mapping, social media applications, and linked data, this publication is ideally designed for librarians, students, managers, and scholars seeking current research on the innovative measures of knowledge management in libraries.

The ideal companion to the author's bestselling *The Product Manager's Handbook*, *The Product Manager's Field Guide* expands upon the overview and the responsibilities of product managers and delves into specific skills, abilities, and competencies to help them improve their performance. It provides readers with tools and exercises for functions such as marketing, planning, forecasting, and new product development and offers step-by-step instructions for activities designed to monitor and assess product-planning efforts.

This book is an in-depth tutorial on how to make communities work to really improve business performance. It covers principles and proven practices that ensure community success and longevity, provides tips and techniques for leading communities and communities programs that the reader can apply immediately, looks at different types of communities and the technologies that support them, and illustrates communities in practice.

Design, strategize, and implement a proven roadmap for your platforms to scale your business across multiple channels that provide a seamless and intuitive user experience

Key Features

- Understand the importance of platform business models and the difference between linear products and platforms
- Explore the end-to-end platform life cycle, from developing a strategy to measuring the outcome
- Discover the benefits of the platform business model and effective strategies through examples

Book Description

In recent years, platform business models have revolutionized various industries, including retail and media. Companies such as Amazon, Netflix, and Spotify have changed how businesses reach out to their consumers. With the rise of these platforms and the increased use of technology, consumers prefer to search, explore, compare, and choose between different options within a single uninterrupted user experience. Providing such an experience is difficult and almost impossible when using linear models, and this is why modern businesses must adopt a platform-first approach to change how they invent, develop, and market solutions. This book addresses a critical pillar of platform development – product management. It'll help you to understand the difference between traditional and modern product management for platforms while exploring the importance and benefits of the platform business model. As you progress, you'll be able to build the right platform strategy, define the MVP, and focus on ongoing backlog prioritization for successful platforms. This book also walks you through the steps and guidelines that'll help organizations and product managers to transition from linear products to platforms. By the end of this platform product management book, you'll have learned the essential aspects of product management for building successful and scalable platforms. What you will learn

- Understand the difference between the product and platform business model
- Build an end-to-end platform strategy from scratch
- Translate the platform strategy to a roadmap with a well-defined implementation plan
- Define the MVP for faster releases and test viability in the early stages
- Create an operating model and design an execution plan
- Measure the success or failure of the platform and make iterations after feedback

Who this book is for

This book is for product managers, product owners, product directors, and business executives responsible for defining platform strategy and its day-to-day execution. The book will also be useful for change managers and program managers who are responsible for the transition from products to platforms. No prior knowledge of platform strategy or platform transitioning is required as the book covers these topics to help you get started.

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The *Startup Owner's Manual* guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The *Startup Owner's Manual* was originally published by

K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product. Your one-stop guide to becoming a product management prodigy Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential job—or simply aspire to break into a new role—Product Management For Dummies gives you the tools to increase your skill level and manage products like a pro. From defining what product management is—and isn't—to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field. It offers plain-English explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product roadmaps, the people skills it takes to effectively influence and negotiate, and so much more. Create a winning strategy for your product Gather and analyze customer and market feedback Prioritize and convey requirements to engineering teams effectively Maximize revenues and profitability Product managers are responsible for so much more than meets the eye—and this friendly, authoritative guide lifts the curtain on what it takes to succeed.

In this book, the authors highlight recent findings that hold the potential to improve software products or development processes; in addition, they help readers understand new concepts and technologies, and to see what it takes to migrate from old to new platforms. Some of the authors have spent most of their careers in industry, working at the frontiers of practice-based innovation, and are at the same time prominent researchers who have made significant academic contributions. Others work together with industry to test, in industrial settings, the methods they've developed in the lab. The choice of subject and authors represent the key elements of this book. Its respective chapters cover a wide range of topics, from cloud computing to agile development, applications of data science methods, re-engineering of aging applications into modern ones, and business and requirements engineering. Taken together, they offer a valuable asset for practitioners and researchers alike.

Revised and updated techniques to achieve top performance in product management The Product Manager's Handbook takes the mystery out of this field by detailing how to integrate aspects from production and coordination to value maximization into a cohesive whole, while examining key international issues, new technologies, and the financial side of product management. Knowledge Networking explains the strategic, organizational and human impact of technologies that support knowledge: the internet, groupware, collaborative technologies. It shows how they can transform organizational practices and help to improve both individual and team performances. Based on proven experience and includes customised toolkits, cases and action plans. From pooling expertise on a sales bid via computer referencing, to improving customer service using the flexible office, the author demonstrates how potential can become practice. Knowledge management is the big management idea currently influencing organizations, and Knowledge Networking explores the global impact of sharing knowledge and expertise. It is a highly practical text which includes customised toolkits, cases and action plans to enable individuals and teams to improve their performance.

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Product management is a demanding but exciting career. The product manager's challenges are unending, his responsibilities are rigorous, and what he does, has direct impact on a company's financial performance. Building and launching new products and turning an idea from a piece of paper into a functional product is almost a miracle. In addition, the product manager manages the product throughout its life. In doing so, the product manager deals with pretty much every function in the company. Speaking of the product life, anything done well during the planning phase will pay off during the other phases of the product life cycle. The execution phase is the phase when a product really takes shape. Once the product is complete and ready to be launched, it is an exciting time for the product manager. The product is ready to put under real-world test. Just building and launching a product is not enough. Target customers should be told about how great a product is, which takes good marketing and evangelism. Market routes must be established to sell and promote the product and make business out of it. Additionally, different types of services can be defined to be attached with the product as an overall offering. Defining and implementing a go-to-market plan for the product is complicated but interesting set of activities. If the go-to-market ecosystem is set up well, the product manager can watch his product's and associated services' revenues multiply. Once the product is out there, it needs to be taken care of. Sustaining a product takes effort. This is the time to turn a good product into a great product to take the product toward completeness and maturity. Eventually, any product will get old and obsolete. Even the greatest of products must be given a farewell, and the end of life must happen to keep the innovation wheel rotating. New products and services enter the picture, and the product management action starts all over again.

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

This book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (roles, processes, tasks, and deliverables) that covers all aspects of product management. It helps students of product management, product management practitioners, product management organizations, and corporations understand the value, theory, and implementation of product management. It outlines a practical approach to clarify role definitions, identify responsibilities, define processes and deliverables, and improve the ability to communicate with stakeholders. The book details the fundamentals of the Blackblot Product Manager's Toolkit® (PMTK) product management methodology, a globally adopted best practice.

Systems Engineering and Management for Sustainable Development is a component of Encyclopedia of Technology, Information, and Systems Management Resources in the global Encyclopedia of Life Support Systems (EOLSS), which is an integrated compendium of twenty one Encyclopedias. This theme discusses: basic principles of systems engineering and management for sustainable development, including: cost effectiveness assessment; decision assessment, tradeoffs, conflict resolution and negotiation; research and development policy;

industrial ecology; and risk management strategies for sustainability. The emphasis throughout will be upon the development of appropriate life-cycles for processes that assist in the attainment of sustainable development, and in the use of appropriate policies and systems management approaches to ensure successful application of these processes. The general objectives of these chapters is to illustrate the way in which one specific issue, such as the need to bring about sustainable development, necessarily grows in scope such that it becomes only feasible to consider the engineering and architecting of appropriate systems when the specific issue is imbedded into a wealth of other issues. The discussions provide an illustration of the many attributes and needs associated with the important task of utilizing information and knowledge, enabled through systems engineering and management, to engineer systems involving humans, organizations, and technology, in the support of sustainability. These two volumes are aimed at the following five major target audiences: University and College students Educators, Professional practitioners, Research personnel and Policy analysts, managers, and decision makers and NGOs.

This title offers practical advice on the product management system, covering all aspects of the product manager's tasks, such as product strategy, planning, development, marketing, profitability and branding. There are examples and checklists.

The ability to think strategically is permeating every level of successful organizations - particularly among senior executives and line managers responsible for maintaining a competitive advantage for their products and services. Above all, Manager's Guide to Creative Marketing Strategies is a pragmatic examination of a 21st century manager. The second edition of this popular book will update you on the latest techniques for developing competitive strategies. It examines how to apply strategies and tactics in a confusing global mixture of hostile competitors, breakthrough technologies, emerging markets, fickle customer behavior, and diverse cultures. You will gain practical information about what strategy is, how competitive intelligence contributes to successful strategies - and how to put it all together. The book is an all-in-one resource for analyzing, planning, and developing competitive strategies, a workbook with checklists and forms, and a reference with numerous case histories. Features ·

NEW IN PAPERBACK 'The Handbook of Marketing is different... that Barton Weitz and Robin Wensley are its editors should suggest something out of the ordinary. A glance at the contributors (e.g., Wilkie. Webster, Day, Shocker, Keller, Hauser, Winer, Stewart. Parasuraman. Zeithaml) puts the matter to rest. The Handbook is an extraordinary effort. The blurb on the dust jacket is an understatement-the "Handbook will be invaluable to advanced undergraduates, graduate students, academics, and thoughtful practitioners in marketing"-the book is far more than that..... in short, the Handbook is probably invaluable to all academic researchers' - Journal of Marketing 'Handbook of Marketing is a rich compilation of thorough reviews in the field of marketing management. The editors have selected premier marketing scholars and have given them the opportunity to examine their area of expertise in a format much less confining than those provided by the major journals in the field. The authors have taken this opportunity and have done an outstanding job not only of reviewing and structuring the extensive body of thought in many major areas of marketing management but also of providing valuable suggestions for further research. They have brought together major contributions from the field of marketing and from other related disciplines. I strongly encourage marketing scholars to consider Handbook of Marketing. The text will certainly appeal to those with interests in marketing management; it may also be useful to those who are more focused on methodological issues but interested in topics that need additional, rigorous investigation.... In summary, Weitz and Wensley should be congratulated for the excellent work in developing Handbook of Marketing. The book fills a major void in the marketing literature on marketing management and will serve the discipline for many years to come' - Journal of Marketing Research 'This text achieves the rare goal of covering marketing clearly and deeply, with no unnecessary examples or pretty pictures. For the enquiring mind, it is a wonderful link between a basic knowledge of marketing concepts and a grasp of where research in marketing is taking us' - Ken Simmonds, Emeritus Professor of Marketing and International Business, London Business School The Handbook of Marketing presents a major retrospective and prospective overview of the field of marketing, and provides a landmark reference at a time when many of the traditional boundaries and domains within the marketing discipline have been subject to change. - A high calibre collection compiled by an international and extremely distinguished advisory board of marketing academics - With contributions from leading scholars in the field, each covering the latest research issues in particular areas of expertise - Each chapter provides the necessary background for study and research of specific empirical and theoretical topics in marketing. The Handbook of Marketing will be invaluable to advanced undergraduates, graduate students and academics in marketing. International Advisory Board: Sonke Albers Christian-Albrechts-University of Kiel, Germany / Erin Anderson INSEAD, France / Rick Bagozzi Rice University, USA / Patrick Barwise London Business School / Rod Brodie University of Auckland / Anne T Coughlan Northwestern University / George Day University of Pennsylvania / Lars Gunnar-Mattsson Stockholm School of Economics / Hubert Gatignon INSEAD, France / Håkan Håkansson The Norwegian School of Management / Stephen J. Hoch University of Pennsylvania, USA / Kevin Keller Dartmouth College, USA / Donald Lehmann Columbia University, USA / Gilles Laurent HEC, France / Leonard Lodish University of Pennsylvania / Richard Lutz University of Florida / David Midgley INSEAD, France / David Montgomery Stanford University, USA / William Perreault University of North Carolina, USA / John Roberts Stanford University, USA / Allan Shocker University of Minnesota / Piet Vanden Abeele Vlerick Leuven Gent Management School, Belgium / Russell Winer University of California, Berkeley, USA / Dick Wittink Yale School of Management, USA

Management, Computers, Computer networks, Information exchange, Data processing, IT and Information Management: IT Service Management

The importance of knowledge for multinational corporations is indisputable. While the business functions of research, development and production have been studied intensely for knowledge transfers, marketing has not been in the focus of knowledge management research. Jeannette Wilhelmy targets this research gap with a qualitative study on marketing knowledge transfers in multinational corporations in Japan. The qualitative data set is analyzed with NVivo8 qualitative research software. The author combines Kohlbacher's marketing knowledge concept with the characteristics of Japanese knowledge management and marketing, analyzing the backgrounds and relationships which influence marketing knowledge transfers in MNCs.

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