

# 145419

Praxishandbuch Produktmanagement Erwin Matys  
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das buch ist mittlerweile in der 7 auflage lieferbar und ein echter klassiker es hat mehreren generationen von produktmanagern das nötige werkzeug vermittelt und nachhaltigen einfluss auf den absatz abertausender produkte genommen universitäten und private weiterbildungsinstitute setzen das praxishandbuch produktmanagement in ihren marketingausbildungen ein der kern des praxishandbuch produktmanagement ist ein einfaches und bewährtes system mit dem produkte zu erfolgsträgern gemacht werden jedes kapitel enthält mehrere anhänge in denen die oft gesuchte praktische hilfe zu finden ist anleitungen checklisten Übungen und tests ergänzen die geradlinige struktur des buchs das praxishandbuch behandelt die zwei wesentlichen themen des produktmanagement marketing und management die leser erhalten informationen die sich sowohl auf den einsatz der richtigen techniken als auch auf aspekte der verhaltensebene beziehen im vordergrund stehen stets die tägliche arbeit der produktmanager und die rasche erzielung von ergebnissen theoretischer background wird dort geboten wo er für das verständnis der zusammenhänge notwendig ist informationen sind immer gut aufbereitet und in einer leicht verständlichen form zusammengestellt das praxishandbuch produktmanagement ist rund um die bedürfnisse von produktmanagern geschrieben kompakte information eine übersichtliche struktur und ein hoher praxisbezug sind seine wesentlichen merkmale das buch wendet sich damit sowohl an neulinge als auch an erfahrene produktmanager es schlägt die brücke zwischen dem theoretischen hintergrund der produktvermarktung und der täglichen realität wie sie in modernen unternehmen zu finden ist mit dem kauf des buches erhalten sie das e book inklusive

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