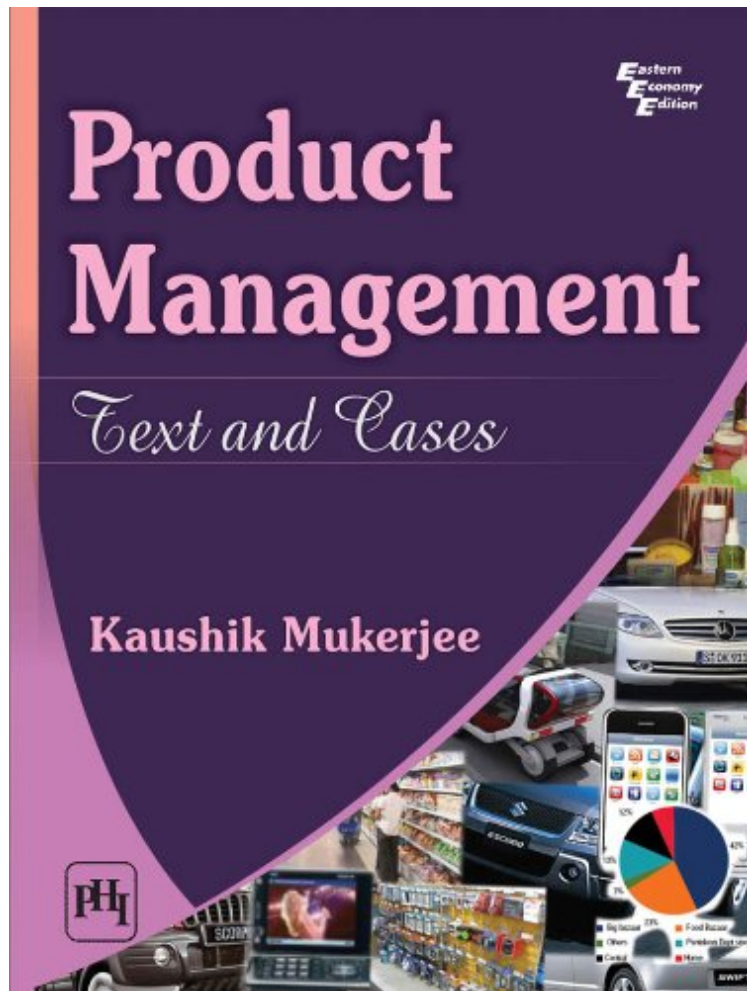


Product Management: Text and Cases

Kaushik Mukerjee

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Kaushik Mukerjee : Product Management: Text and Cases before purchasing it in order to gage whether or not it would be worth my time, and all praised Product Management: Text and Cases:

This comprehensive book focuses on the critical issues of product management that enable better product performance in the marketplace. It deals with many new products that straddle across Indian and global markets to give a broad and clear perspective of the current competitive marketing scenario. The text covers such topics as competitive product development and product life cycle strategies, innovation, branding, pricing, segmentation, targeting, positioning, CRM, modern product management tools, and various other issues. **KEY FEATURES**

- Provides a clear understanding of managing the product category, and product life cycle.
- Focuses on the present Indian marketing scenario. Illustrations and websites are provided to acquaint the readers with the latest product information.
- Gives

20 Case Studies that cover all the critical aspects of product management. Provides Assignments at the end of each chapter to lend a practical touch to the subject. Intended primarily as a text for the postgraduate students of Management, the book will also prove to be a useful learning tool for the students of Marketing and Commerce. Besides, the strategies discussed in the book can be good takeaways for practising managers, and for those interested in learning about Product Management.