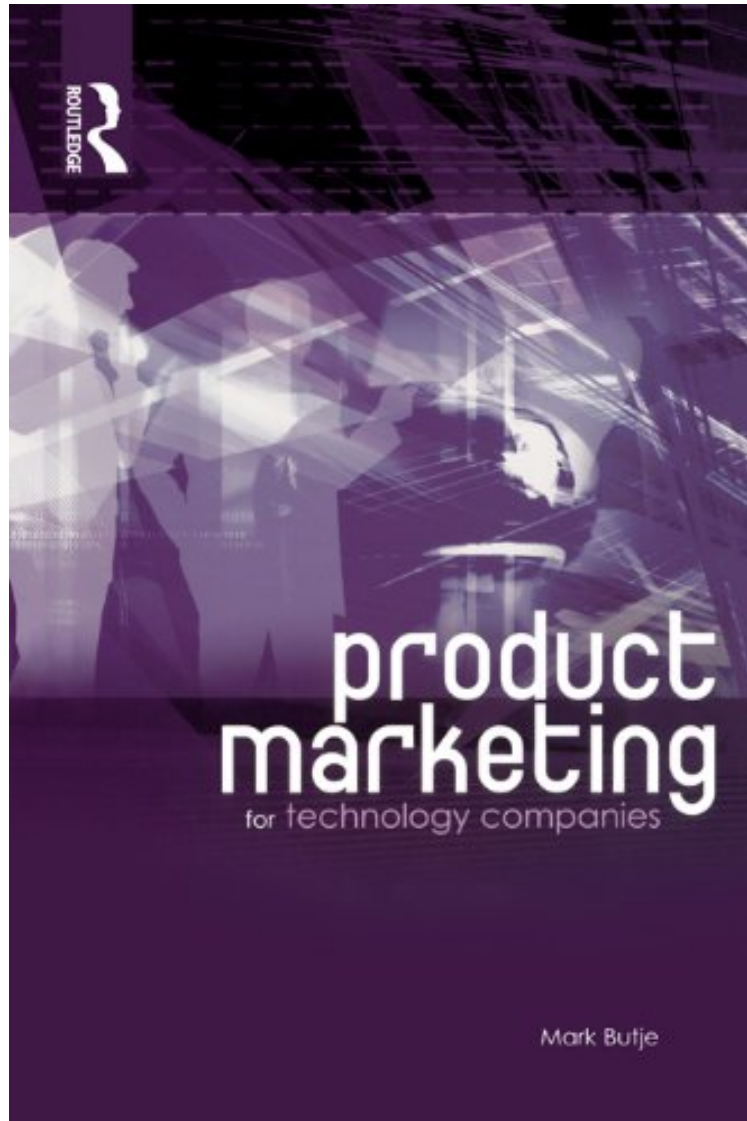


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# Product Marketing for Technology Companies

Mark Butje

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**Mark Butje : Product Marketing for Technology Companies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Product Marketing for Technology Companies:

9 of 9 people found the following review helpful. Marketing as Part of the Product Management ProcessBy Paul Marc OliuI ordered "Product Marketing for Technology Companies" through looking for a thorough review of Product Marketing... how to take a product and present it in the marketplace.While I think Mark Butje provides a great foundation for product management, the product marketing component was a piece of the discussion. Much of his approach to product marketing is as part of the management life cycle process. This stems from his understanding that product managers are also responsible for the product marketing of a product. At some firms, like mine, that is not the

case. Nonetheless, it was a valuable read for me. Hence the four stars. It is easy to forget that marketing is not the end all, but a part of the whole production of a product, whatever that product is. He provides invaluable insight into things like positioning, knowing your clients, and ultimately how to launch a product. Also worth mentioning is his focus on goal setting and objectives. Like any other area of product development, product marketing should have its own set of goal and objectives... which should be measured. If you are looking for a pure product marketing book, I am not sure if Butje's "Product Marketing for Technology Companies" is for you. But if you want to understand, or get a better sense of the whole product implementation process, then I would suggest this is a great place to start. 1 of 1 people found the following review helpful. The Textbook for Product Marketing -- from a PMM By Andrea Sharfin A good tactical primer on the relatively new field of Product Marketing. I would consider the first 4 chapters more of an overview of Product Management. This is useful because PMMs typically work VERY closely with PMs, and it's crucial to understand what they do and how they do it. But if you're a PMM, you should start with Chapters 5 6, and then go back to read the rest. Keep in mind that this is very dry reading. Again, it's a textbook, not "Who Moved My Cheese?" or "The Goal." But it will tell you succinctly what you need to know to get started on the road to success as a PMM. I recommend this book to everyone. 1 of 1 people found the following review helpful. Down-to-earth guide for product marketers and product managers By Niklas Johnsson This book is a good overview of central tasks in high-tech product marketing and product management. Note that large portions of the book cover tasks that are typically performed by the product manager, not the product marketer. In contrast with many other business books, the author has not made the book thicker than necessary. The style is simple and straightforward.

The author compresses his twenty years of experience to take a step-by-step approach to the product life-cycle, and covers areas such as: \* selecting target markets \* creating a positioning statement \* writing a financial paragraph \* motivating others thereby demonstrating how to act as a bridge between sales, development and finance. Successfully marketing products for technology companies requires the application of precision marketing techniques, and in this book the author teaches how to focus on the whole product and create real solutions that match the market needs.

About the Author Mark Butje has over 20 years of experience working in the IT and Telecommunications industry in various areas: from software and database design to training, product marketing and marketing management and from marketing strategy development to day-to-day implementation. Born in the Netherlands, Mark currently lives in Venice, California, and is an independent entrepreneur and marketing consultant. Previous to his move to the Los Angeles area, he was senior advisor and marketing director with Brodeur Marketing Europe, a highly successful consultancy firm specializing in strategic marketing for companies in the ICT sector. Before joining Brodeur Marketing in June 2001 as, Mark was Vice President of Marketing at RING!, a software company creating Voice processing software for Telecom companies and call centers. Mark introduced Telecom services for Castel (now called Essent Kabelcom), one of the largest cable companies in the Netherlands. From 1986 to 1995 Mark was product marketing manager for Wang (3 years) and Apple (6 years). Mark started his career in 1981 as software architect and trainer with his own company I.A.P.