

# Product marketing vs Product management



- Product marketing is concerned with determining the positioning and value of a product in order to ensure that it meets the needs of the target market as well as the company's objectives.
- Product marketing is concerned with creating market demand, messaging, and positioning in order to drive adoption.



- Understanding customers' demands is a critical component of product management, which is then used to create and deliver products.
- A product manager works closely with the product team to establish the vision for the product that has to be developed.

Both require knowledge of the market, user psychology, consumer behavior, and how to develop goods that enable people to succeed.

# Effective Product To Market Management

**Klaus J. Aumayr**



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