

# Product Marketing vs. Product Management (280 Group White Papers Book 5)



Whitepaper: An Overview and Comparison of Roles and Responsibilities  
Often times clients will ask us what the difference is between Product Marketing and Product Management. The two terms are used in a variety of ways and definitions vary greatly across different companies. This white paper clarifies the difference between the two functional areas and provides insights on what might work best for your company.

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paper on Product Management versus Product Marketing for To avoid this try applying some of the things from our book, 42 Rules of Product Management. Product Marketing. (61). Product Roadmaps. (5). Product Strategy. (4).