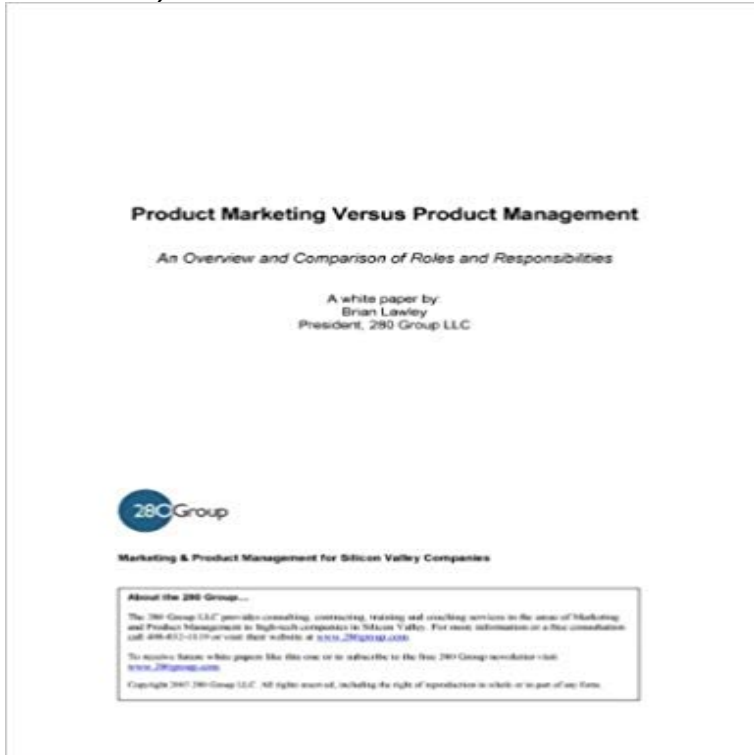


Product Marketing vs. Product Management (280 Group White Papers Book 5)



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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