

FOR IMMEDIATE RELEASE...

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Expert Product Management Now Available

New book teaches readers how to make their products more successful in the marketplace.

Los Gatos, California – November 12, 2007– The 280 Group, a Silicon Valley Product Marketing and Product Management consulting and services firm, today announced the availability of a new book called Expert Product Management.

Expert Product Management teaches both new and seasoned Product Managers and Product Marketers powerful and effective ways to ensure they give their products the best possible chance for success. Topics covered include creating product roadmaps, planning & running product launches, running effective beta programs and getting phenomenal product reviews. Included are practical strategies, insights, tips and techniques that the author, Brian Lawley has learned from hands-on experience defining, launching and marketing over fifty products during the last twenty years of his career. Also included is a discount \$30 coupon for the 280 Group's PM Office Professional, as well as links to free product management templates that can be downloaded by the reader.

"Expert Product Management teaches readers the most critical aspects that they need to be aware of in order to ensure product success in the market," said Brian Lawley, the author. "From product planning to running effective launches it gives in-depth information about best practices and mistakes to avoid."

"In technology product management, there are four pragmatic techniques every product manager needs to master. In Expert Product Management, Brian Lawley has written a no-fluff, concise guide to these areas," said Therese Padilla, founder of the Association of International Product Management & Marketing. "The book *Expert Product Management* contains a lot of information that I haven't seen in other product management books, such as a succinct examination of several Road Mapping techniques. This book offers sound advice on these four topics and are presented in a logical, step by step flow supported with pertinent visuals and excellent case studies."

"Brian is an expert in the field of product management and marketing," said Mitchell Levy, CEO of Happy About. "The overwhelmingly positive response to the book so far says lot about Brian's effectiveness as an author and a marketer."

The book is available as a paperback and also in ebook format. The paperback is priced at \$19.95 and the ebook is \$11.95. The book is available through Happy About publishing, bookstores and through Amazon.com.

About The 280 Group

The 280 Group LLC provides Product Marketing and Product Management Consultants, Contractors, Training and Templates to help companies define, launch and market breakthrough new products. The 280 Group was founded in 1998 by Brian Lawley, a veteran marketing professional in Silicon Valley with over 20 years of Product Management and Product Marketing experience including holding positions as Product Manager for the MacOS Human Interface at Apple, Director of Java tools at Symantec and Director of Product Marketing at Whistle Communications (acquired by IBM). For more information please visit www.280group.com.

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