

FOR IMMEDIATE RELEASE:

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Product Management Certification Self-Study Course Released

280 Group™ offers CPM® Self-Study Course allowing students to study and take the exam from anywhere in the world at their own computer.

Los Gatos, California ([PRWEB](#)) Sept 30, 2008

The 280 Group today announced the availability of the Certified Product Manager (CPM) Self-Study Course. The new product management certification course enables product managers and product marketers throughout the world to prepare for and take the prestigious industry-standard AIPMM (Association of Product Marketing & Management) CPM and CPMM (Certified Product Marketing Manager) exams.

The CPM Self-Study course includes a four day training seminar, over 260 narrated slides, four self-study guides and four sample exams. It is available as a downloadable product that can be used from anywhere in the world, allowing participants to study at their own pace and review the material as many times as they would like. Also included are the CPM and CPMM exams, which can be taken up to two times until the student passes from anywhere in the world.

The AIPMM certification demonstrates a thorough understanding of theoretical and practical product management and product marketing concepts, principles and terminology. It ensures that those who pass the exam are able to evaluate and implement every aspect of product management and product marketing management strategy, including new product development through product end-of-life in both start-up companies through Fortune 500 companies.

“The CPM Self-Study Course is the only course available that allows the participants to study at their own computer and at their own pace...” stated Mr. Lawley. “...using the self-study course and passing the exam gives a product manager or product marketer a significant competitive advantage when looking for a new job, asking for a raise or seeking a promotion.”

The 280 Group methodology, training, toolkits and templates are used by thousands of customers worldwide, including 3Com Corporation, Agile Software, Agilent Technologies, Autodesk, Cisco, Citrix, Claritas, D-Link, Dolby Laboratories, Fandango, Hewlett Packard, IBM, Monster.com, NEC, NetManage, SugarCRM, Travelocity, VeriSign, VMware and Yahoo. The Procedural Requirements Management methodology (for writing market and product requirements) is included in the Microsoft Windows SharePoint Services 3.0 Application Templates. Additionally, Intel has licensed the Product Manager’s Toolkit, Product Roadmap Toolkit and Product Launch Toolkit for use worldwide by their product managers and product marketers.

“The CPM/CPMM certification self-study toolkit by the 280 Group is a thorough and concise review course...” said Therese Padilla, founder of AIPMM, “...it will help anyone preparing for the AIPMM Certified Product Manager or Certified Product Marketing Manager exam.

The CPM Self-Study Course and AIPMM CPM and CPMM exams are available now online at www.280group.com at a price of \$1,295.

About the 280 Group

The 280 Group is the world's premier Product Management and Product Marketing consulting and training firm, and has been featured on CNBC's World Business Review and the Silicon Valley Business Report. Formed in 1996, the company has helped thousands of companies to learn and implement best practices, resulting in better products and increased revenues. Major consulting clients of the 280 Group include SAP, Nokia, Intel, Adobe and Palm as well as dozens of small and medium-sized high-tech companies. A partial list of clients, letters of reference and samples of work are available on the 280 Group website in the clients section.

Brian Lawley is the President and Founder of the 280 Group and former President of the Silicon Valley Product Management Association (www.svpma.org). During his twenty year career in Product Management he has defined, launched and marketed over fifty successful products. He is the Author of the Book "Expert Product Management: Advanced Techniques, Tips & Strategies for Product Management & Product Marketing." In 2008 he won the Product Management Excellence Award for Thought Leadership by the Association of International Product Marketing & Management. Mr. Lawley is a Certified Product Manager (CPM) and Certified Product Marketing Manager (CPMM). He earned an MBA with honors from San Jose State University and Bachelors Degree in Management Science from the University of California at San Diego.

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