

## **FOR IMMEDIATE RELEASE:**

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## **Phenomenal Product Manager Book Released**

New book for product managers is a guide to success

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The 280 Group today announced the availability the new book “The Phenomenal Product Manager. A Guide to Success, Job Satisfaction and Career Acceleration” written by Brian Lawley.

The Phenomenal Product Manager book goes beyond the basics of product management and teaches the reader how to work more effectively with their teams, how to influence when they have no formal authority, how to get the most important work done in less time and how to manage and accelerate their career. Based on the author's twenty five years of product management experience as well as perspectives from the world's leading product management experts, the Phenomenal Product Manager is targeted at every product manager who wants to be more successful and enjoy their job more.

“There are many books on the subject of the nuts and bolts of product management...” stated Mr. Lawley. “...however, this book is the only one that covers the other fifty percent of what makes a product manager successful.”

In addition to the book, the 280 Group, in conjunction with AIPMM, are offering a membership to AIPMM (\$125) and a copy of the Product Review Toolkit (\$99) to assist with getting great product reviews. Anyone who purchases the Phenomenal Product Manager on Amazon.com before October 1, 2009 and sends their order number, name and email address to [ppmoffer@280group.com](mailto:ppmoffer@280group.com) will receive these at no charge.

The Phenomenal Product Manager book is available on amazon.com in both printed and Kindle versions and may also be purchased in paperback (\$16.96) and eBook (\$11.95). For more information or to purchase the book go to [www.280group.com/product-manager-book.htm](http://www.280group.com/product-manager-book.htm).

### **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.

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.

Brian Lawley is the CEO and Founder of the 280 Group, which provides Product Management and Product Marketing consulting, contractors, training and templates. During the last twenty-five years of his career he has shipped more than fifty successful products. He is the former President of the Silicon Valley Product Management Association, won the 2008 AIPMM award for Excellence in Thought Leadership for Product Management and is the author of the best-selling book, Expert Product Management. Mr. Lawley has been featured on CNBC's World Business Review and the Silicon Valley Business Report and writes articles for a variety of publications including the Product Management 2.0 newsletter and Product Management 2.0 Blog.

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 a Bachelors Degree in Management Science from the University of California at San Diego with a Minor in Music Technology.

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