

FOR IMMEDIATE RELEASE...

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42 Rules of Product Management Book Now Available

Learn the Rules of Product Management from Experts Around the World.

Los Gatos, California – November 3, 2010– The 280 Group, a Silicon Valley Product Marketing and Product Management consulting and services firm, today announced the availability of a new book called the 42 Rules of Product Management .

42 Rules of Product Management is a collection of rules, tips and strategies for becoming more effective as a product manager. Written by a group of experts with over 500 years of product management experience, the book is designed to be an easy read that imparts immediately useful information to the reader.

"42 Rules of Product Management is the only book of its kind for Product Managers..." said Brian Lawley, the author, "...it helps them avoid mistakes, increase success and move their product management careers forward."

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

About The 280 Group

The 280 Group LLC provides Product Marketing and Product Management Consultants, Contractors, Training, Certification, Books 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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