

Springer

1st
edition1st ed. 2017, X, 292 p. 59
illus., 15 illus. in color.**Printed book**

Hardcover

Printed book

Hardcover

ISBN 978-3-642-55139-0

\$ 84,99

Available

Discount group

Professional Books (2)

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Professional book

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ISBN 978-3-662-56871-2

Computer Science : Management of Computing and Information Systems

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Software Product Management

The ISPMA-Compliant Study Guide and Handbook

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This book gives a comprehensive overview on Software Product Management (SPM) for beginners as well as best practices, methodology and in-depth discussions for experienced product managers. This includes product strategy, product planning, participation in strategic management activities and orchestration of the functional units of the company. The book is based on the results of the International Software Product Management Association (ISPMA) which is led by a group of SPM experts from industry and research with the goal to foster software product management excellence across industries. This book can be used as textbook for ISPMA-based education and as guide for anybody interested in SPM as one of the most exciting and challenging disciplines in the business of software. Hans-Bernd Kittlaus is the Chairman of ISPMA and owner and managing director of InnoTivum Consulting, Germany. Samuel Fricker is Board Member of ISPMA and Professor at FHNW, Switzerland.

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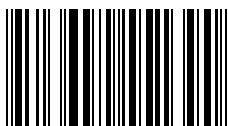
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