



Hans-Bernd Kittlaus, Samuel A. Fricker

Software Product Management

The ISPMA-Compliant Study Guide and Handbook

- Fully aligned with the results of ISPMA, in particular the ISPMA syllabi for academic education and commercial trainings
- Combines the industry and academia views on SPM
- The authors are internationally renowned experts and trainers on SPM with high international visibility

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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