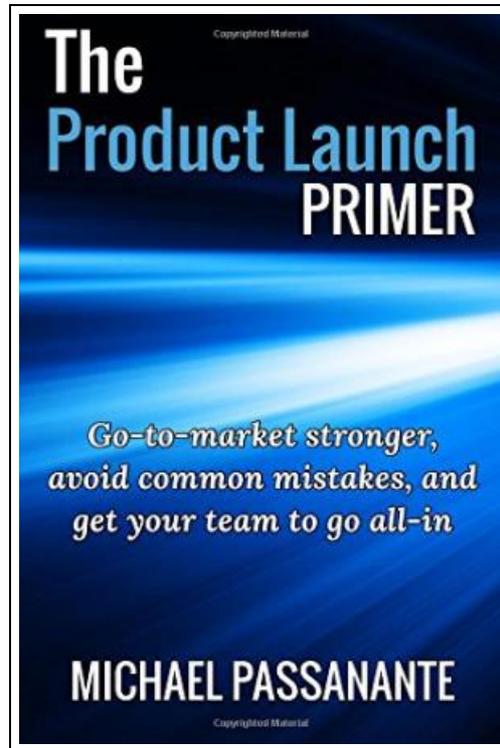# The Product Launch Primer: Go-To-Market Stronger, Avoid Common Mistakes, and Get Your Team to Go All-In

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Reviews

A really awesome book with lucid and perfect information. Of course, it is actually play, nonetheless an amazing and interesting literature. You are going to like just how the article writer create this ebook.
(Nakia Toy Jr.)

THE PRODUCT LAUNCH PRIMER: GO-TO-MARKET STRONGER, AVOID COMMON MISTAKES, AND GET YOUR TEAM TO GO ALL-IN

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Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Launching a new productis usually the most important event for any business. Everyone wants their launch to go well, but what can you do to make sure it s got the best chance for success? Michael Passanante, a professional marketer who has launched dozens of successful B2B products and services, walks you through the proven steps he takes to prepare for and launch new offerings. Leveraging straightforward frameworks mingled with advice, interpretations, and real-life examples, The Product Launch Primer will help you develop a more cohesive and systematic approach to launching B2B products and services. You ll learn: How to stress test your offering to pinpoint common issues and potential pitfalls before you go-to-market How to develop concise and highly effective marketing plans and promotional strategies Methods and techniques for training, mobilizing, and sustaining enthusiasm across your sales team for your new product If you re anentrepreneur, marketer, or manager tasked with launching products and services into B2B markets, then The Product Launch Primer is the one book you need to create an explosive product launch!.

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