



## Pragmatic Marketing Framework™

A Market-Driven Model for Managing and Marketing Technology Products

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# Pragmatic Marketing®

*The world's most popular product management and marketing seminars*

Our name says it all. *The Pragmatic Marketing Framework* helps companies around the world create products people want to buy.

### Global Experience

Having defined roles and responsibilities for 85,000 technology product management and marketing professionals at 7,000 companies in 23 countries, Pragmatic Marketing's methodology is the industry standard worldwide.

### Satisfied Customers

Over the years, we've perfected what it takes to produce the highest-quality experience, continually reviewing and revising material for the greatest impact in the shortest possible time.

Attendees tell us the training and instructors are the best they've ever seen. Over 90% rate the experience as *essential or very useful* to their careers. Most importantly, they leave the training with unbridled enthusiasm about their jobs and the impact they can have on their companies.

### Industry Leadership

We present at industry events around the world and produce publications read by more than 100,000 every year. Our thought-leadership portfolio includes e-books, blogs, webinars, podcasts, a digital magazine and the #1 best-selling book, *Tuned In*.

### Company Recognition

Pragmatic Marketing has been honored six times by *Inc.* magazine as one of the fastest growing private companies in America (2000, 2007, 2008, 2009, 2011 and 2012), and in 2008 named a Comerica Bank Arizona Company to Watch.



www.pragmaticmarketing.com

# Pragmatic Marketing's Portfolio

## Executive Briefings

Designed specifically for senior management, *Executive Briefings* discuss how to organize Product Management and Marketing departments for optimal effectiveness and accountability.

## Training Seminars

### *Practical Product Management*<sup>®</sup>

Principles of the *Pragmatic Marketing Framework*, the industry standard for managing and marketing technology products.

### *Pragmatic Roadmapping*<sup>™</sup>

Techniques to plan, consolidate and communicate product strategy to multiple audiences.

### *Requirements That Work*<sup>™</sup>

Methods for creating straightforward product plans that product managers can write and developers embrace.

### *Effective Product Marketing*<sup>™</sup>

Repeatable, go-to-market process to design, execute, and measure high-impact marketing programs.

### *Product Launch Essentials*<sup>™</sup>

Assess organizational readiness and define team responsibilities for a successful product launch.

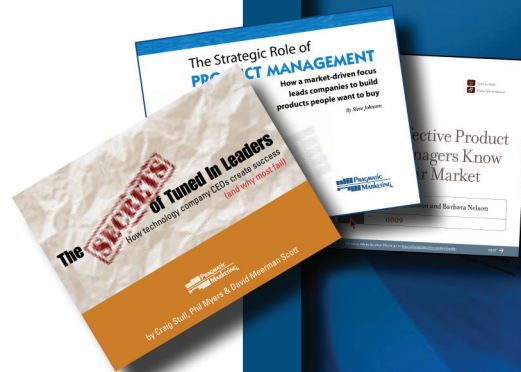


Annual Product Management and Marketing Survey

Pragmatic Marketer Magazine



eBooks



Webinars

