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



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 product is 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...

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

- Authored by Michael Passanante Jr
- Released at 2015



File size: 2.35 MB

### Reviews

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*A very great ebook with perfect and lucid answers. It can be packed with wisdom and knowledge I found out this book from my dad and it encouraged this publication to learn.*

-- **Elena McLaughlin**

*Comprehensive guide! It's this sort of very good go through. It generally is not going to price too much. It's been designed in a remarkably basic way which is simply following and finished reading this pdf where really changed me, affect the way I really believe.*

-- **Prof. Jeremie Blanda DDS**

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