

Advance Praise for “Software Product Management and Pricing”:

“These two seasoned practitioners have masterfully distilled the essence of the software business and the art and craft of the increasingly important and challenging field of software product management. Worthwhile to any who want an appreciation of the evolving world of product management, seasoned veteran and new entrant alike.”

Richard Campione, Senior Vice President, Business Suite Solution Management & CRM On Demand, SAP, Germany/USA

“Mr. Kittlaus and Mr. Clough have used their considerable knowledge and experience to succinctly lay out the value chain that is essential to the development of a financially healthy software company. If you want to understand how to turn software technology into a long-term profitable company this is the book to read.”

Paul Kaplan, Vice President, Worldwide Enterprise Software Sales, Software Group, IBM, USA

“This book on Software Product Management and Pricing is the first book that treats the business of software in a systematical way. Although software products were already shipped in the seventies of the last century, there are hardly any books providing an overview of all issues a company faces when playing a role in this industry. Product management and pricing are key processes, and this book informs the reader of the essentials. It is a must-read for anyone involved in software products, be it in business or in research.”

Prof. Dr. Sjaak Brinkkemper, Information and Computing Sciences, Utrecht University, Netherlands

“This compendium covers all facets of the software business using the advanced professionalism of the industry's global players as its standard. The authors have managed to combine professional accuracy with helpful practical examples and valuable references for further reading. Highly recommended, in particular for managers in corporate IT and software vendor organizations!”

Wilhelm Gans, CTO, DSV Group (German Savings Banks Organization), Germany

"A comprehensive book on best practices for software product management and pricing. It provides a deep insight into strategy and tactics of software organizations in a time of growing complexity and new challenges like Software as a Service."

Udo Hertz, Director of Information Management Development, IBM Germany Research & Development, Germany