

Product vs Project Management

Differences and similarities between Product and Project Management explored in new resource added to PMWL



[Resource provided by Domenico Moccia](#)

2 June 2017 – Milan, Italy – Access to a new resource has been added to the PM World Library related to project management and consumer products. The new resource is titled “The Difference Between Product and Project Management”, published on an online blog, Koombea.com, by Kate Swanberg.

In the opening of the article is highlighted the difference between Product and Project Management, although there is a strong similarity in their names: they are complementary but distinct. A project is a temporary endeavour undertaken to create a unique product or service. There is a clear definition of what needs to be delivered and the date when it needs to be delivered; thus, a project manager aims to maximize quality and minimize risk. A product is anything that can be offered to a market to solve a problem or satisfy a want or need; customer needs evolve over time, and the product has to evolve as well. A Product Manager is responsible for the overall and continuous success of a product, in a long-term view. In short, Product Managers aim to maximize value and create new revenue streams.

The closing of the article remarks that it is possible to have one person for both the roles but the ideal is to separate these roles to avoid conflicts of interest and underperformance.

To access this new resource, go to the Applications and Hot Topics section of the library at <http://pmworldlibrary.net/industries-and-organizations/>, click on “Consumer Products”, scroll down to resource. Must be a registered member and logged-in to access.

For post in PMWL:

Product vs Project Management – Explanation of the differences and similarities among the roles and how to manage them to maximize the firm’s performance. Created and available from the online blog Koombea.com at <https://www.koombea.com/blog/the-difference-between-product-and-project-management/> (Moccia)

URL for page in the PMWL for post: <http://pmworldlibrary.net/industries-and-organizations/>