

Project management in marketing: the key to successful product launch

Access to new resource related to Marketing and Project Management added to PMWL



[Resource provided by Abhinav S Kumar](#)

22 September 2018 – Mumbai, India – Access to a new resource has been added to the PM World Library (PMWL) Marketing and Project Management. The new resource is titled “Project management in Marketing: The key to successful product launch”, a paper by Madeline A. Veltri presented at Project Management Institute Annual Seminars & Symposium, Houston, Texas, USA in 2000.

The paper’s main focus are the several best practices and challenges faced on the marketing side of a product launch. There were many project management processes that had to be defined and worked out by the author and this paper describes the journey. As the paper goes ahead, more key components are added. The paper also discusses tips & techniques for overcoming challenges encountered along the way.

To access this new resource, go to the Applications and Hot Topics section of the library at <https://pmworldlibrary.net/applications-and-topics/>, scroll down and click on “Marketing and Project Management”, scroll down to papers. Must be registered and logged-in to access.

This new resource provided through the PMWL university research internship program; [to learn more, click here](#)

For PMWL Post

Veltri, M. A. (2000), **Project Management in Marketing: the key to successful product launch**; Project Management Institute. Paper presented at Project Management Institute Annual Seminars & Symposium, Houston, TX. Newtown Square, PA: Project Management Institute. Available online at <https://www.pmi.org/learning/library/project-management-marketing-successful-launch-489> (Kumar)

Where to post in the library <https://pmworldlibrary.net/marketing-and-project-management/>