**Product Management**

Do you know what product management is?

Watch the [video](https://www.youtube.com/watch?v=boi0Sb0GFDs&list=PL2C8571A4ADDE022C&index=14&ab_channel=BusinessEnglishPod-LearnBusinessEnglish) and do the exercises.

1. Fill in the missing information.

Product management is about the ……………………, …………………………… and marketing of a product.

1. Match the following terms related to product management with their explanations.

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| 1. Product manager 2. Market analysis 3. Competitive research 4. Business case 5. Product Roadmap 6. Go-to-market 7. Launch | 1. a plan for attracting new customers to a product and gaining market share 2. a clear plan for the development of a product 3. the person who guides all aspects of product management 4. It lays down the reasons for launching a new product or service 5. a study of a product’s industry and customers 6. series of events of activities supporting the official release of a new product (the purpose is to create excitement and promote sales) 7. the study of other companies that sell competitive/similar products. |

1. Match the words with their definitions.

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| 1. competitive 2. roadmap 3. launch 4. production 5. product 6. financial aspects 7. determine 8. forecast 9. develop 10. lay out 11. attract 12. gain 13. market share 14. series 15. officiaεξl release 16. promote | 1. προβλέπω 2. αναπτύσσω 3. ανταγωνιστικός 4. προωθώ 5. καθορίζω, αποφασίζω 6. παραγωγή 7. προϊόν 8. λανσάρω 9. επίσημη κυκλοφορία 10. οικονομικές πλευρές 11. σειρά 12. αποκτώ, κερδίζω 13. εξηγώ, αναλύω, ξεδιπλώνω 14. μερίδιο αγοράς 15. χάρτης 16. προσελκύω |