The market-driven model for managing and marketing technology products
Pragmatic Marketing Rules

1. An outside-in approach increases the likelihood of product success.
2. The answer to most of your questions is not in the building.
3. We are all pragmatic marketers.
4. If the product team doesn’t do its job, other departments will fill the void.
5. The building is full of product experts. Your company needs market experts.
6. Win/loss should be done by someone not involved in that sales effort.
7. Your opinion, although interesting, is irrelevant.
8. Only build solutions for problems that are urgent, pervasive and that the market will pay to solve.
10. Create a separate positioning document whenever the personas’ problems are different.
11. Name the product after positioning is finished.