



Eight Things You Should Know To Launch A Product Line!

By Thadeus Parkland

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Author: Thadeus Parkland

Publisher: P1Press

Pages: 96

Format: 5" X 7" Paperback & E Pub

ISBNs:

Paperback

978-1-7329729-5-7

E Pub

978-1-7329729-6-4

Synopsis:

Thadeus Parkland, former Contract Manufacturing Business Development and Projects team Director, provides a 30,000-foot overview of launching a product line. With 20-plus years of experience placing products into the marketplace, the insight provided manages expectations for the newcomer to the consumer products industry. A simple outline in a straightforward, easy-to-digest manner.

Marketing & Distribution:

Marketing is managed by the P1Press Marketing team. Promotional content on Social Media includes Twitter, Facebook, and Instagram along with Editor facing press releases. Various on-line campaigns are released quarterly. The author is available for in-store events.


Wholesale orders are available through IngramSpark or P1Press.

About the author:



Written by Thadeus Parkland as part of his ongoing business series. His experience in the consumer products industry covers product development in both the pharma manufacturing and cosmetics arenas. He continues his work consulting small companies looking to enter the market.

Posted Reveiws:



★★★★☆
Steven B (verified owner) - June 23, 2020
Although we didn't pursue the project, this was very helpful in understanding what our PL manufacturer was saying was true.

