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## EFFICIENCY IN THE ACTIVITY OF THE PRODUCT MANAGER

*(Rentabilité du directeur de produit)*

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A series of American companies have adopted a structure which includes positions of product manager. However, not all the forms are satisfied by their activity and particularly by their efficiency. This paper shows the errors to be avoided. The function of product manager can be very efficient within an enterprise whose production is diversified, but it will only be profitable if the general management proceeds according to the following stages: *a.* to make certain that the solution "product manager" is the best suited for the requirements of the enterprise; *b.* to clearly define his role and working connections; *c.* to choose the man best fitted for the position; *d.* to give him the most adequate training for the task entrusted to him; *e.* to find a realistic methodology for estimating and improving his contribution. The paper gives as an appendix a complete training program for a product manager.