

## Launch Clinic™ and Blackblot Enter Strategic Business Alliance

*The business alliance between Launch Clinic and Blackblot delivers one of the most comprehensive product management life cycle training and methodology offerings available in the industry.*

Scottsdale, Arizona ([PRWeb](#)) January 18, 2008 -- Launch Clinic, a provider of product launch tools, training and consulting services, today announced it has entered a strategic business alliance with Blackblot - Product Management Expertise™. The alliance delivers one of the most comprehensive product management training and methodology offerings available in the industry.

Under the parameters of the alliance, Launch Clinic has agreed to modify the [Launch Clinic Product Launch Toolkit™](#) and the [Launch Clinic Product Launch Essentials Workshop™](#) to more naturally integrate with Blackblot's methodologies and Blackblot Product Manager's Toolkit™. Blackblot and Launch Clinic will also promote each other's products and services to their respective customer bases.

The Launch Clinic Product Launch Toolkit is a complete set of templates that delivers essential tools to help plan a product launch, and serves as the foundation of Launch Clinic's specially tailored training program. Blackblot Product Manager's Toolkit (Blackblot PMTK) is a set of professional, comprehensive, fully-customizable product planning and product marketing templates, and accompanying methodology, which leverage the best practices being used today.

"The demand for critical product launch training, methods and tools continues to increase and we find Blackblot's methodology to support our approach." said David Daniels, Launch Clinic president. "The relationship with Blackblot will enable us to complement Blackblot's PMTK with our specialized content".

"Blackblot is working with industry experts from a variety of professional fields to add value and enhance our services." added Gabriel Steinhardt, Blackblot's Managing Director. "The foundation for Launch Clinic's tools was always present in Blackblot's master work model, the '[PMTK Action Model™](#)'. Synchronizing Blackblot's and Launch Clinic's respective training and tools will now create a more complete and synergistic offering to the benefit of our mutual customers".

### About Launch Clinic

Launch Clinic provides tools, training and consulting to companies worldwide who are engaged in introducing new products and services to their markets. With over twenty years of experience, Launch Clinic delivers the expertise needed to help companies plan, manage and execute successful product launches. For more information, please visit [www.launchclinic.com](http://www.launchclinic.com)

### About Blackblot

Founded in 2000, Blackblot is a provider of product management focused tools, training programs and consulting services. Blackblot enables high-tech companies reach commercial success through effective product management practices. For more information, please visit [www.blackblot.com](http://www.blackblot.com)

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