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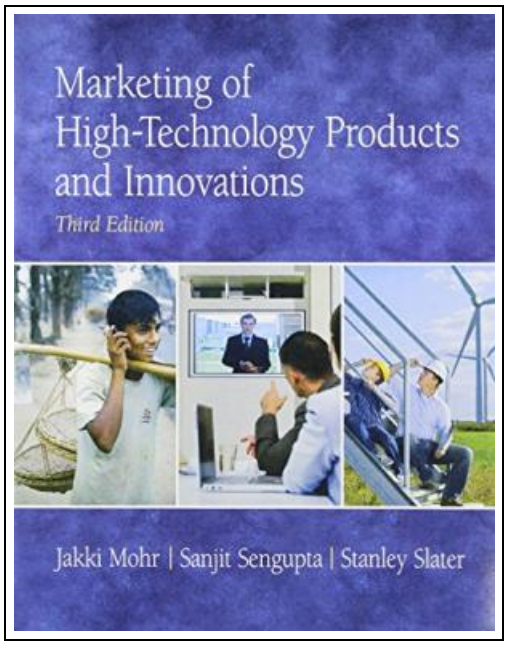

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Reviews

Thorough guide! Its such a very good go through. It is really simplified but surprises in the 50 % from the ebook. You will like how the blogger write this ebook.

(Mr. Brandt Kihn)

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Prentice Hall, 2009. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: CHAPTER 1 Introduction to World of High Technology Marketing CHAPTER 2 Strategic Market Planning in High-Tech Firms CHAPTER 3 Culture and Climate Considerations for High-Tech Companies CHAPTER 4 Market Orientation and Cross-functional (Marketing/R&D) Interaction CHAPTER 5 Partnerships/Alliances and Customer Relationship Marketing CHAPTER 6 Marketing Research in High-Tech Markets CHAPTER 7 Understanding High-Tech Customers CHAPTER 8 TECHNOLOGY AND PRODUCT MANAGEMENT Chapter 9 Distribution Channels and Supply Chain Management in High-Tech Markets CHAPTER 10 Pricing Considerations in High-Tech Markets CHAPTER 11 Marketing Communication Tools for High-Tech Markets CHAPTER 12 Strategic Considerations in Marketing Communications CHAPTER 13 END-OF-BOOK CASES Is there more to Skype than hype? The Future of TiVo? Charting a New Course for Xerox: Strategic Marketing Planning Environmental Systems Research Institute (ESRI) Vision of the Future: Airbus 380 or Boeing 787 Dreamliner? Goomzee Mobile Marketing SELCO India: Lighting the Base of the Pyramid Detailed TOC CHAPTER 1 Introduction to World of High Technology Marketing The Lexicon of Marketing Strategic Functional Tactical Defining High Technology Government-based Classifications Common Characteristics of High-Tech Environments: Implications for Marketing Strategy Types of Innovations The Contingency Model for High-Tech Marketing Framework for High-Technology Marketing Decisions SUMMARY APPENDIX A High Technology Industry Classification APPENDIX B Outline for a Marketing Plan CHAPTER 2 Strategic Market Planning in High-Tech Firms Competitive Advantage: The Objective of Marketing Strategy Resources and Competencies Tests of Competitive Advantage for Value, Rareness, and Difficulty of Imitation Key Strategy Decisions Strategy Types A Cautionary Note Strategy Creation: Approaches and Structures Marketing Performance Measurement Summary Appendix Funding and Resource Considerations for Small High-tech Start-ups Funding a High-tech Start-up Other Resources CHAPTER 3 Culture and Climate Considerations for High-Tech Companies Facilitators of a Culture of Innovativeness Top Management Attention Creative Destruction...

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