



THIRD EDITION

# MARKETING OF HIGH-TECHNOLOGY PRODUCTS AND INNOVATIONS

JARKE J. MOHR | SANJIT SENGUPTA | STANLEY SLATER

 Pearson

# Marketing High Technology

**David M. Gardner, University of Illinois  
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Administration**

## **Marketing High Technology:**

**Marketing of High-technology Products and Innovations** Jakki J. Mohr, Sanjit Sengupta, Stanley F. Slater, 2010 This title provides a thorough overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts

**Essentials of Marketing High Technology** William L. Shanklin, John K. Ryans, 1987-01-01 To learn more about Rowman Littlefield titles please visit us at [www.rowmanlittlefield.com](http://www.rowmanlittlefield.com)

*Marketing High Technology* William H. Davidow, 1986-06-02 Marketing is civilized warfare And as high tech products become increasingly standardized practically identical from the customer's point of view it is marketing that spells life or death for new devices or entire firms In a book that is as fascinating as it is pragmatic William H Davidow a legend in Silicon Valley where he was described as the driving force behind the micro processor explosion tells how to fight the marketing battle in the intensely competitive world of high tech companies and win Blunt pithy and knowledgeable Davidow draws on his successful marketing experience at Intel Corporation to create a complete program for marketing victory He drives home the basics such as how to go head on against the competition how to plan products not devices how to give products a soul and how to engineer promotions market internationally motivate salespeople and rally distributors Above all he demonstrates the critical importance of servicing and supporting customers Total customer satisfaction Davidow makes clear must be every high tech marketer's ultimate goal The only comprehensive marketing strategy book by an insider Marketing High Technology looks behind the scenes at industry shaking clashes involving Apple and IBM Visicorp and Lotus Texas Instruments and National Semiconductor He recounts his own involvement in Crush Intel's innovative marketing offensive against Motorola to demonstrate step by step how it became an industry prototype for a winning high tech campaign Davidow clearly spells out sixteen principles which increase the effectiveness of marketing programs From examples as diverse as a Rolling Stones concert and a microprocessor chip he defines a true product He analyzes and explains in new ways the strategic importance of distribution as it relates to market sector pricing and the pitfalls it entails He challenges some traditional marketing theory and provides unique and important insights developed from over twenty years in the high tech field From an all encompassing philosophy that great marketing is a crusade requiring total commitment to a careful study of the cost of attacking a competitor this book is an essential tool for survival in today's high risk fast changing and very lucrative high tech arena

**Marketing High Technology** William L. Shanklin, 1984

**Strategic Marketing for High Technology Products** Thomas Fotiadis, 2018-05-08 In order for High Technology HT companies to tackle contemporary demanding market challenges they frequently deploy time reduction strategies with respect to product launch Marketing of technology related products and especially cutting edge ones involves a complex and multidimensional bundle of specific and unique characteristics such as the complexity of products the intensity of the competition confusion and or fear of adoption among

consumers fast pacing changes in the external environment The very nature of the interrelations that evolve as part of the dynamic process of strategy formulation contributes further to the formulation of a very challenging environment which is described as tumultuous volatile and turbulent These specific features qualities and characteristics constitute the core of the innate need for an integrated approach that requires and depends on the cooperation and coordination of specific functional competencies This book employs a systemic approach that accommodates the integration of specialized departmental capabilities as a fundamental prerequisite and a cornerstone for the successful navigation of high tech organizations in their extremely competitive environments It provides a solid and extant context of compact and consistent cognitive background that is specific to the HT strategic marketing field and a strategic tool that utilizes relies and is built on the turbulent environment of HT rather than just overlooking avoiding or ignoring it and that assumes a proactive point of view capitalizing on characteristics specific to this field through the provision of a strategic managerial and marketing model that is overlaid onto a reliably assessed foundation of dynamic qualities with a long term orientation and scope albeit one that would be easy to apply and which will generate immediate results

E-Marketing K & A Press,2002      *Marketing High Technology Services* Colin V Sowter,2018-02-06 This title was first published in 2000 An examination of how marketing concepts and practices can be applied to generate profitable growth in the high tech service sector Part One looks at the implications of becoming market led Part Two explains how to use the various methods of communication to best effect Finally Part Three examines the role of business development including research innovation and planning Along the way Dr Sowter provides detailed guidance on key issues such as identifying your unique selling proposition setting optimal prices dealing with competition and ensuring the maximum impact from your promotional literature proposals and exhibition stands He proceeds by asking questions and the answers he supplies are practical and often based on personal experience The text is supported throughout by illustrations real life examples checklists and model formats Each chapter includes exercises and action plans to help readers put the author s ideas to work in their own organizations

Marketing high technology Collier Macmillan,1986      Marketing of High-Technology Products and Innovations Mohr,2006-09      *Handbook on Business to Business Marketing* Gary L. Lilien,Rajdeep Grewal,2012-01-01 This insightful Handbook provides a comprehensive state of the art review of business to business marketing It supplies an overview and pioneers new ideas relating to the activity of building mutually value generating relationships between organizations from businesses to government agencies to not for profit organizations and the many individuals within them Comprising 38 chapters written by internationally renowned scholars this Handbook presents perspectives of a variety of issue areas from both an academic and a managerial perspective state of theory and state of practice The material in this compendium includes theoretical and practical perspectives in business to business marketing marketing mix and strategy interfirm relationships personal selling and sales management technology marketing and methodological issues central to business to business markets Published in conjunction with Penn

State's Institute for the Study of Business Markets this extensive volume will expand research and teaching in business to business marketing in academia and will improve the practice of business to business marketing for firms in the industry This path breaking Handbook is targeted primarily at marketing academics and graduate students who want a complete overview of the academic state of the business to business marketing domain It will also prove an invaluable resource for forward thinking business to business practitioners who want to be aware of the current state of knowledge in their domains

*Leading Edge Marketing* Veronica Williams, 2014 With the cost of introducing new technology products growing higher and higher and the risks of failure becoming more severe vendors venture capitalists and entrepreneurs are realizing the need for creative and highly effective marketing more and more Yet they are often not prepared or equipped to efficiently conceive and deliver products that people are willing to pay for Moreover companies are often unable or unwilling to pay for outside help Industry players often engage without a comprehensive and viable marketing and sales plan They rely upon conferences trade shows advertising agencies books the Internet and even analysts to help them sell their products As technology marketing continues to mature industry players need more than an analysis of the chasm between capabilities and customers and other idiosyncrasies of the market Marketers need a blueprint on how to proceed High Tech Marketing Turning Technology into Value is intended to provide it The author presents complex and creative strategies as well as effective proven methods and techniques to show how technology can help identify products with potential to deliver life cycle profits as well facilitate the realization of that potential The book will present both the techniques needed and the end to end process that should be followed for businesses to achieve success through high tech marketing This book explains how a combination of traditional and high tech marketing techniques can be applied to build a customer base and deliver profits It explains how to define produce and deliver products and services This includes understanding and implementing pricing and distribution strategies the product life cycle and more After reading this book the marketer should be equipped to develop and engage in a comprehensive marketing effort

**Proceedings of the 1985 Academy of Marketing Science (AMS) Annual Conference** Naresh K. Malhotra, 2015-05-05 This volume includes the full proceedings from the 1985 Academy of Marketing Science AMS Annual Conference held in Miami Beach Florida It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour marketing management marketing education and international marketing among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS

Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

Fundamentals of High-technology Marketing Ira S. Kalb,1997      *Marketing High Technology Products in Europe* G. S. Blackall,Management Sciences,1984      **Marketing High Technology in the 1990s : Varied Perspectives** Susan Swope,1992      Entrepreneurs in High Technology Edward B. Roberts,1991-08-22 The ingredients for success in starting and developing a technology based company aren't obvious Why for example did Digital Equipment Corporation succeed and indeed become one of the most successful high tech corporations in the world while dozens of other companies with similar beginnings fail It is a question that demands careful consideration by anyone setting up a new company or who is interested in starting one In Entrepreneurs in High Technology Edward Roberts a Professor at the MIT Sloan School of Management offers entrepreneurs a goldmine of information on starting financing and expanding a high tech firm His book reveals the results of research conducted over twenty five years on several hundred high tech firms and it reflects the insights of the author's own first hand experience as a company founder director and venture capitalist Focusing on firms in the Greater Boston area many of which have had technological links with MIT Roberts traces the origins and the evolution of the high technology failures and successes He examines the work experience and family backgrounds of successful technical entrepreneurs their sources of funding and the ways they respond to the challenge of business growth He compares the track records of firms with multi founder teams and firms with individual founders contrasts the performance of consulting firms and research and development contractors against companies that start out with a product identifies the factors that limit an enterprise's ability to raise outside capital and explores the critical influence of marketing orientation on successful companies In a penetrating analysis of highly successful ventures the author reveals the importance of strategically transforming the company to a market oriented focus and he examines the widespread tendency even among the most successful high tech firms to displace the founder before the company achieves super success For anyone planning to start a technology based enterprise Entrepreneurs in High Technology is essential reading an invaluable preview of the financial organizational and marketing issues that confront every new high tech venture For business and technology watchers it is an informative account of the promise and the perils entailed in bringing innovative ideas to the marketplace

**Characteristics of High Technology Marketing** Tapio Pento,1990      Marketing high technology Bobby Dean Brown,1985      *Guide to Marketing for Economic Development* John K. Ryans,William L. Shanklin,1986      **A Strategic Approach to High Technology Marketing** David M. Gardner,University of Illinois at Urbana-Champaign. College of Commerce and Business Administration,1990

## Unveiling the Magic of Words: A Review of "**Marketing High Technology**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**Marketing High Technology**," a mesmerizing literary masterpiece penned by way of a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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