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Marketing Of High-Technology Products And Innovations (3rd Edition)



Synopsis

For undergraduate and graduate courses on marketing high-tech products. *Provide Your Students with the Vital Information They Need to Successfully Market High-tech Products* is the only text on the market that focuses on the unique marketing challenges that surround high-tech products and service. The Third Edition retains all the same concepts and materials of previous editions and includes comprehensive coverage of the latest academic research and leading-edge business practices.

Book Information

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Customer Reviews

"Jakki Mohr has made a substantial contribution to high tech marketing with this book." -- James T. Simpson, Marketing Professor & Director, Center for the Management of Science and Technology, University of Alabama at Huntsville...addresses a growing need, given the importance, yet difficulty, of marketing high-technology products. ...well-organized and interesting to read. -- Joe Cannon, Marketing Professor, Colorado State University --This text refers to an out of print or unavailable edition of this title.

The past few years have seen significant challenges including soaring fuel and food costs, climate change, ongoing poverty and human needs in developing countries, and an unstable global political environment. Solving these pressing problems requires a multifaceted approach, with a key aspect being the development of new technologies. New and established high-tech companies alike are offering revolutionary solutions for transportation and efficient energy generation. Social

entrepreneurs and businesses of all sizes are pioneering new products and business models, even for base-of-the-pyramid markets (comprised of individuals who have low disposable incomes). Driving companies' business strategies is an increasing focus on the triple bottom line of people, profits, and planet. While the challenges are certainly daunting, it is an exciting time to be in tech!

The item said it was a Hardcover but I got a Paperback. So just know that even though it says Hardcover, it seems they are selling the Paperback. I would return it but my classes start this week so I cannot afford to return it. As you can see from the pictures that it is a Paperback. Buyer beware.

Required for MBA course at St. Leo University; book is out of date for an innovation marketing class with numerous out-of-date examples.

In perfect condition.

Book was in perfect condition, and the shipping was really fast. Excellent textbook. Very well written.

This book is an excellent reference, a "must have" for Marketing Professionals working in high tech industries. It also has extensive bibliographical references that guide the reader that wants to study more about some topic. As a university teacher, I use this book as the guide textbook of my Marketing of Technology courses. I have the three editions, each one covers much more material than the previous one. It combines field experience with marketing theory. I particularly enjoy the "expert's views from the trenches, mini cases, and real-life examples.

Arrived on time and was as described.

Dry and boring

Es un buen texto para principiantes y expertos en la gestión tecnológica, combina los conceptos del mercadeo tradicional con las nuevas perspectivas necesarias para mercadear productos tecnológicos. Sin embargo, es débil en herramientas y metodologías que apliquen los conceptos y que puedan ser aplicadas en la empresa.

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