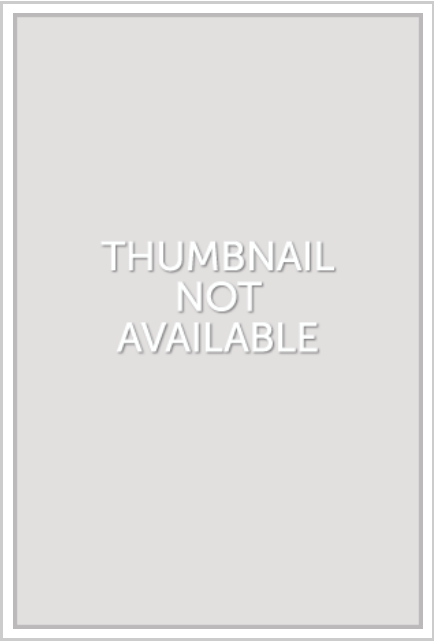


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Marketing of High-Technology Products and Innovations (3rd Edition)

By Mohr, Jakki J.; Sengupta, Sanjit; Slater, Stanley

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...

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