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Nota di contenuto	Successful Marketing Strategy for High-Tech Firms; Contents; Introduction xi; Acknowledgments xv; 1 -- The Meaning of Marketing for High-Tech Firms; 2 -- Corporate and Marketing Strategies in the High-Tech Industry; 3 -- Knowing Customers and Markets; 4 -- Understanding Competitors; 5 -- Selecting Markets; 6 -- Product Strategy; 7 -- Distributing and Selling High-Tech Products; 8 -- Communication Strategy for High-Tech Products; 9 -- Pricing High-Tech Products; 10 -- The Position of Marketing Within High-Tech Companies; Appendix A: Key Success Factors of a Marketing Department in a High-Tech Company.
Sommario/riassunto	Annotation