

1. Record Nr.	UNINA9911019664503321
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Titolo	The marketing of technology intensive products and services : driving innovations for non-marketers / / Patrick Corsi, Mike Dulieu
Pubbl/distr/stampa	London, : ISTE Hoboken, N.J., : Wiley, 2008
ISBN	1-118-55765-4 1-118-61777-0 1-282-16550-X 9786612165504
Descrizione fisica	1 online resource (258 p.)
Collana	ISTE
Altri autori (Persone)	DulieuMike
Disciplina	658.8
Soggetti	High technology industries - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Generating value from innovation -- pt. 2. Marketing technology intensive products, services and processes -- pt. 3. Managing your environment.
Sommario/riassunto	This book provides the basic models and methods for the profitable use and marketing of advanced technology. It provides a guide to developing and administering marketing plans, conducting market research, searching for and managing partners, tapping capital for innovation, scoping adequate pricing methods, managing intellectual property rights, and selling and distributing products and services. It also shows how to develop formatted business plans for investors. This title is uniquely focused on the critical technology/market interface, and provides an executive introduction to marketing the