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Autore	Mohr Jakki J.
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Nota di contenuto	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 for the Triple Bottom Line in High-Tech Companies -- Chapter 13. Strategic considerations in marketing communications -- Chapter 14. Case: Is there more to Skype than hype? -- Chapter 15. Case: Charting a New Course for Xerox: Strategic Marketing Planning -- Chapter 16. Case: Environmental Systems Research Institute (ESRI) -- Chapter 17. Case: Vision of the Future: Airbus 380 or Boeing 787 Dreamliner? -- Chapter 18. Case: Goomzee Mobile Marketing -- Chapter 19. Case: SELCO-India: Lighting the Base of the Pyramid.
Sommario/riassunto	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. Marketing of High-Technology Products and Innovations 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.