

# ESSENTIALS OF MARKETING HIGH TECHNOLOGY

WILLIAM L. SHANKLIN  
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# Essentials Of Marketing High Technology

**Jakki J. Mohr, Sanjit Sengupta, Stanley  
F. Slater**



## **Essentials Of Marketing High Technology:**

**Essentials of Marketing High Technology** William L. Shanklin, John K. Ryans, 1987-01-01 To learn more about Rowman Littlefield titles please visit us at [www.rowmanlittlefield.com](http://www.rowmanlittlefield.com)      **E-Marketing** K & A Press, 2002      **Marketing of High-technology Products and Innovations** Jakki J. Mohr, Sanjit Sengupta, Stanley F. Slater, 2010 This title provides a thorough overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts

*Strategic Marketing for High Technology Products* Thomas Fotiadis, 2018-05-08 In order for High Technology HT companies to tackle contemporary demanding market challenges they frequently deploy time reduction strategies with respect to product launch Marketing of technology related products and especially cutting edge ones involves a complex and multidimensional bundle of specific and unique characteristics such as the complexity of products the intensity of the competition confusion and or fear of adoption among consumers fast pacing changes in the external environment The very nature of the interrelations that evolve as part of the dynamic process of strategy formulation contributes further to the formulation of a very challenging environment which is described as tumultuous volatile and turbulent These specific features qualities and characteristics constitute the core of the innate need for an integrated approach that requires and depends on the cooperation and coordination of specific functional competencies This book employs a systemic approach that accommodates the integration of specialized departmental capabilities as a fundamental prerequisite and a cornerstone for the successful navigation of high tech organizations in their extremely competitive environments It provides a solid and extant context of compact and consistent cognitive background that is specific to the HT strategic marketing field and a strategic tool that utilizes relies and is built on the turbulent environment of HT rather than just overlooking avoiding or ignoring it and that assumes a proactive point of view capitalizing on characteristics specific to this field through the provision of a strategic managerial and marketing model that is overlaid onto a reliably assessed foundation of dynamic qualities with a long term orientation and scope albeit one that would be easy to apply and which will generate immediate results

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promotional literature proposals and exhibition stands He proceeds by asking questions and the answers he supplies are practical and often based on personal experience The text is supported throughout by illustrations real life examples checklists and model formats Each chapter includes exercises and action plans to help readers put the author's ideas to work in their own organizations

*Industrial Marketing* Thomas Fotiadis, Adam Lindgreen, George J. Siomkos, Christina Öberg, Dimitris Folinas, 2022-12-08 An introductory textbook on industrial marketing and supply chain management that discusses industrial products and pricing as well as key topics such as co creation of value big data innovation green practices and CSR The textbook includes The marketing philosophy on industrial markets The characteristics of industrial markets The marketing mix and the product life cycle The issues surrounding distribution and operations including value creation business relationships and networks Case studies and mini case studies vignettes This textbook is suitable for students studying industrial marketing and other related courses at undergraduate and graduate levels Thomas Fotiadis is an Associate Professor of Marketing and Head of the Marketing Laboratory in the Department of Production and Management Engineering School of Engineering at Democritus University of Thrace Greece Adam Lindgreen is Professor and Head of Department of Marketing at Copenhagen Business School Denmark and Extraordinary Professor at University of Pretoria's Gordon Institute of Business Science South Africa George J Siomkos is Professor of Marketing at the Athens University of Economics Business AUEB Director of the MSc Program in Services Management and previously Dean of the School of Business AUEB Greece Christina Öberg is Professor at CTF Service Research Center Karlstad University and associated with the Ratio Institute Sweden Dimitris Folinas is Professor in the Department of Supply Chain Management at International Hellenic University Greece

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*The Marketing of Technology Intensive Products and Services* Patrick Corsi, Mike Dulieu, 2013-03-04 This book provides the basic models applicable to and the applicable 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 which will prove attractive to investors It is rare that technology professionals fully understand the esoteric world of marketing and similarly few marketers are familiar with advanced technology As such this title is uniquely focused on the critical technology market interface and provides an executive introduction to the competitive marketing of products and services Modern managers and technology professionals who need to understand marketing in technology intensive business worlds will find this an indispensable source of information

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dealing with competition and ensuring the maximum impact from your promotional literature proposals and exhibition stands He proceeds by asking questions and the answers he supplies are practical and often based on personal experience The text is supported throughout by illustrations real life examples checklists and model formats Each chapter includes exercises and action plans to help readers put the author s ideas to work in their own organizations **Fundamentals of Marketing** Paul Baines,Sophie Whitehouse,Sara Rosengren,Paolo Antonetti,2020-12-29 Based on the bestselling Marketing by Baines Fill Rosengren and Antonetti Fundamentals of Marketing is the most relevant concise guide to marketing combining the most essential theories with a global range of practitioner insights ESSENTIALS OF INDUSTRIAL MARKETING Dr.

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*Customers and Products Reprints* ,1991

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