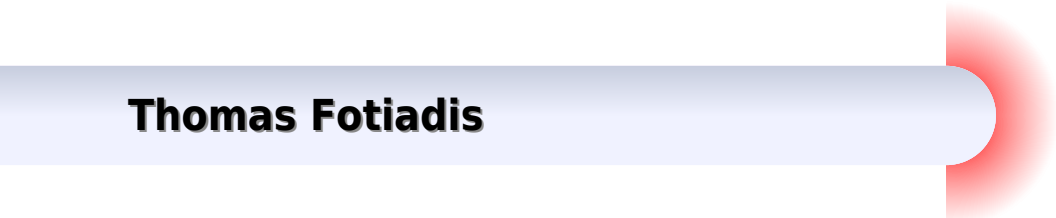


Distinction Between “High-Tech Marketing” & “Marketing of High-Tech Products”

- ▶ “High-Tech Marketing” can mean:
 - Use of technology for marketing purposes
 - “New media,” paid search, online advertising, Web 2.0, etc.
 - Covered primarily in Chapter 11 on Advertising and Promotion
 - Marketing of high-tech products/innovations
 - Primary focus of this book: how standard marketing strategies are adapted/modified for high-tech products

Marketing High Technology

Thomas Fotiadis



Marketing High Technology:

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

Marketing High Technology William H. Davidow, 1986-06-02 Marketing is civilized warfare And as high tech products become increasingly standardized practically identical from the customer's point of view it is marketing that spells life or death for new devices or entire firms In a book that is as fascinating as it is pragmatic William H Davidow a legend in Silicon Valley where he was described as the driving force behind the micro processor explosion tells how to fight the marketing battle in the intensely competitive world of high tech companies and win Blunt pithy and knowledgeable Davidow draws on his successful marketing experience at Intel Corporation to create a complete program for marketing victory He drives home the basics such as how to go head on against the competition how to plan products not devices how to give products a soul and how to engineer promotions market internationally motivate salespeople and rally distributors Above all he demonstrates the critical importance of servicing and supporting customers Total customer satisfaction Davidow makes clear must be every high tech marketer's ultimate goal The only comprehensive marketing strategy book by an insider Marketing High Technology looks behind the scenes at industry shaking clashes involving Apple and IBM Visicorp and Lotus Texas Instruments and National Semiconductor He recounts his own involvement in Crush Intel's innovative marketing offensive against Motorola to demonstrate step by step how it became an industry prototype for a winning high tech campaign Davidow clearly spells out sixteen principles which increase the effectiveness of marketing programs From examples as diverse as a Rolling Stones concert and a microprocessor chip he defines a true product He analyzes and explains in new ways the strategic importance of distribution as it relates to market sector pricing and the pitfalls it entails He challenges some traditional marketing theory and provides unique and important insights developed from over twenty years in the high tech field From an all encompassing philosophy that great marketing is a crusade requiring total commitment to a careful study of the cost of attacking a competitor this book is an essential tool for survival in today's high risk fast changing and very lucrative high tech arena

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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

Marketing High Technology Services Colin V Sowter, 2018-02-06 This title was first published in 2000 An examination of how marketing concepts and practices can be applied to generate profitable growth in the high tech service sector Part One looks at the implications of becoming market led Part Two explains how to use the various methods of communication to best effect Finally Part Three examines the role of business development including research innovation and planning Along the way Dr Sowter provides detailed guidance on

key issues such as identifying your unique selling proposition setting optimal prices 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 E-Marketing K & A Press,2002 *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 **Marketing High Technology Services** Colin V. Sowter,2000 Along the way Dr Sowter provides detailed guidance on key issues such as identifying your unique selling proposition setting optimal prices 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 *Marketing high technology* Collier Macmillan,1986 *Marketing High Technology Services* Colin Sowter,2018-02-06 This title was first published in 2000 An examination of how marketing concepts and practices can be applied to generate profitable growth in the high tech service sector Part One looks at the implications of becoming market led Part Two explains how to use the various methods of communication to best effect Finally Part Three examines the role of

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Handbook on Business to Business Marketing Gary L. Lilien,Rajdeep Grewal,2012-01-01 This insightful Handbook provides a comprehensive state of the art review of business to business marketing It supplies an overview and pioneers new ideas relating to the activity of building mutually value generating relationships between organizations from businesses to government agencies to not for profit organizations and the many individuals within them Comprising 38 chapters written by internationally renowned scholars this Handbook presents perspectives of a variety of issue areas from both an academic and a managerial perspective state of theory and state of practice The material in this compendium includes theoretical and practical perspectives in business to business marketing marketing mix and strategy interfirm relationships personal selling and sales management technology marketing and methodological issues central to business to business markets Published in conjunction with Penn State s Institute for the Study of Business Markets this extensive volume will expand research and teaching in business to business marketing in academia and will improve the practice of business to business marketing for firms in the industry This path breaking Handbook is targeted primarily at marketing academics and graduate students who want a complete overview of the academic state of the business to business marketing domain It will also prove an invaluable resource for forward thinking business to business practitioners who want to be aware of the current state of knowledge in their domains

Successful Marketing Strategy for High-tech Firms Eric Viardot,2004 Annotation This revised edition of the bestseller reflects the realities of the new high tech marketplace where effective marketing strategy counts as much as the latest technology New material includes case studies on how high tech giants came out of the tech market meltdown stronger and more competitive

Structuring Your Business for Success Ira S. Kalb,1992

Fundamentals of Business Marketing Education J David Lichtenthal,2020-07-24 Make the most of your ability to teach business to business marketing Fundamentals of Business Marketing Education A Guide for University Level Faculty and Policymakers examines the essential issues of teaching business to business marketing courses at all four university levels An international network of educators and practitioners addresses the real concerns you have about developing a curriculum and formulating policy taking into account the social and economic considerations you face in dealing with practical methodological and theoretical business marketing issues Combining scholarly analysis with practical presentation and style the book is the comprehensive reference you need to make sure your students have a thorough understanding of the interactive circle that connects instruction research and the

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