

Marketing of High-Technology Products and Innovations

Third Edition



Jakki Mohr | Sanjit Sengupta | Stanley Slater

Marketing Technology Products

**Gertrude G. Foelsch, Wayne David
Rasmussen**



Marketing Technology Products:

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

Product Marketing for Technology Companies Mark Butje, 2005 Dedicated specialist text for marketers working in the ICT industry with ready to use templates and examples

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

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Advancing the Marketing Technology (MarTech) Revolution Tran, Minh Tung, 2024-12-06 As businesses navigate the rapidly evolving digital landscape they face the challenge of proactively staying ahead of the curve in their marketing strategies Consumers today are more tech savvy than ever and demand personalized experiences making it imperative for businesses to leverage the latest marketing strategies and technologies to capture their attention The lack of integration between marketing and technology often hinders businesses from maximizing their marketing efforts and achieving their desired outcomes Advancing the Marketing Technology MarTech Revolution provides a comprehensive roadmap for businesses to embrace and leverage MarTech effectively This book dives deep into the world of MarTech tools platforms and strategies offering practical insights for businesses to thrive in the digital age From automation and artificial intelligence to data analytics and personalized experiences this book showcases how integrating marketing and technology can reshape marketing strategies and drive business growth

Transgenerational Marketing Rajagopal, 2019-11-20 This book critically examines the evolution of marketing scholarship over generations from Marketing 1.0 to 4.0 It argues that most firms look to gain competitive advantage in the marketplace by driving tactical moves inculcating small cost effective changes in marketing approaches

Often strategic choices of companies lean towards developing competitive differentiations that enable consumers to realize the value of money causing loyalty shifts in the competitive marketplace The book focuses on the consumer as the pivot of marketing and argues that the consumer serves as a bidirectional channel during pre and post purchase period It explains how consumer affections sentimentally and emotionally help in growing the brands and companies over generations This book significantly contributes to the existing literature and serves as a learning post and a think tank for students

researchers and business managers **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 Technology as a Service Laurie Young,Bev Burgess,2010-05-24

Despite the fact that vast engineering networks are the foundations of modern society the services that technology companies provide over them have been a relatively neglected area of study As a result marketing in some technology businesses has been depressingly tactical and inconsistent Marketers with little experience and even less professional training run around presenting PowerPoint decks to each other chasing after the latest fad and throwing erratic changing activities at the market each quarter Many work on the unchallenged assumption that markets are fast changing and that customers only want the lowest prices Yet this industry has liberated human imagination in the internet and convinced the world that they must have a PC and a mobile phone Now as a result of profound relentless global forces some of the leading firms and greatest minds in it are at last turning their attention to service With the advent of cloud computing and radical changes in the engineering of

some utilities the marketing of services that are based on a technical infrastructure is about to become as important and sophisticated as in say consumer products This book explores their story and experience I really enjoyed the book From Products to Services by Mr Laurie Young Encouraged by it Haier accelerated its changeover from a traditional product driven to a more customer centric company This new book Marketing Technology as a Service is another major contribution to technology companies for the cultivation of service needs worldwide Mr Zhang Ruimin CEO and Chairman Haier Group Beijing Young and Burgess describe a shift in mindset and pragmatic techniques that are quite doable Rae Sedel MD Global Technology Practice Russell Reynolds Associates This book provides practical and insightful advice on how to use services to turn technology into value add solutions for real people Rudy Provoost CEO Philips Lighting Business leaders in India have been remarkably successful at offering technology based services like outsourcing across the world Currently worth 60 billion they intend to reach 300 billion by 2020 To succeed the Indian business community must offer new value propositions and adapt to emerging trends like cloud computing Burgess and Young have put together the first comprehensive and practical guide for business leaders to meet their challenges of exponential growth Dr Mukesh Aghi Chairman and CEO Steria India

Digital Marketing Annmarie Hanlon, 2021-12-15 An unbiased balanced guide to all aspects of digital marketing from social media mobile and VR marketing to objectives metrics and analytics Covering all aspects of digital marketing planning and the latest models the book also offers a range of tools to help implement your own digital marketing plans and strategies The second edition has been expanded to include new discussions and research on areas including digital privacy types of influencers social listening and the gig economy Key features Supported by case examples from 28 global companies and brands including IKEA Uber Klarna and TikTok A brand new case study on Strava runs throughout the book to help you apply what you ve learnt to real world scenarios Ethical Insight boxes provide a reflective and challenging look at social issues and the negative side of marketing Digital Tool boxes introduce professional tools such as Spot the Troll Hootsuite and Padlet The Smartphone Sixty Seconds feature provides super quick online activities using needing only your phone Includes a new Journal of Note feature in each chapter to direct you to a key source of further reading Worked digital marketing plan Complimented by online resources including PowerPoint slides and Instructor s Manual quizzes recommended video links and free SAGE Journal articles Suitable for digital and e marketing courses at all levels as well as professional courses for anyone interested in gaining a holistic understanding of digital marketing

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Technology in Food Marketing ,1952 **Technology Transfer in the Developing Countries** Manas Chatterji,2016-07-27 The objective of this book is to present the problems and possibilities of transferring technology from the developed countries to the developing countries to raise their standard of living It develops the conceptual issues legal ramifications empirical testing of mathematical models and case studies of different industries in many countries It contains articles by distinguished scholars in the field practitioners and government officials It is an important supplement to the hands on approach used by many private industries and national and international organizations The unique feature of this book is that it is multidisciplinary and that it has a balanced combination of abstract theoretical approaches and practical considerations **Technology in Food Marketing** Gertrude G. Foelsch,Wayne David Rasmussen,1951 **Marketing Plans** Malcolm McDonald,Hugh Wilson,Dave Chaffey,2024-03-18 The latest edition of the leading and internationally bestselling text on marketing planning In the newly revised ninth edition of Marketing Plans a team of renowned marketing strategists and professors delivers a fully updated version of the gold standard in marketing planning textbooks The book contains a proven start to finish approach to planning your firm s marketing and is complemented by brand new content on digital marketing and sustainable marketing The authors have also included best practice guidance on omnichannel management integrated marketing communications key account management and customer experience management The book provides A best practice step by step process for coordinating marketing strategy and planning Methods to create powerful differentiated value propositions Tools to prioritise marketing efforts on segments and strategies that will deliver the greatest returns in growth and profits Lessons from the leaders on how to embed world class marketing within the organisation Perfect for students and executives alike in marketing sales strategy and general management Marketing Plans 9th edition remains the world s leading resource on the critical topic of marketing strategy and planning **EBOOK:** **Principles and Practice of Marketing, 9e** David Jobber,Fiona Ellis-Chadwick,2019-08-01 **EBOOK** *Principles and Practice of Marketing 9e* Business English A Project -Based Learning Activity Mujiono, Welcome to the world of entrepreneurship and business development through the lens of project based learning In the pages that follow you re not just about to read a book you re embarking on a hands on journey This book is designed to immerse you in the world of business development

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Quicklet on Geoffrey A. Moore's Crossing the Chasm: Marketing and Selling High Tech Products to Mainstream Customers Richard Childers, 2012-04-04

ABOUT THE BOOK Since its first publication in 1991 Geoffrey Moores Crossing the Chasm Marketing and Selling High Tech Products to Mainstream Customers has set the standard for tech business moguls In fact it has become the standard for all of us trying to make our way in the confusing world of technology business Moore argues that there is a chasm that exists between early adopters of a potentially disruptive technology product and what he calls the early majority or the market segment that takes such a product to the upper ranges of success Moore believes that early adopters and visionaries have very different expectations than the pragmatists that follow In this book he explores those differences and suggests specific techniques to successfully cross the chasm These include choosing a target market understanding the whole product concept positioning the product building a successful marketing strategy and choosing the most appropriate distribution channel and pricing

MEET THE AUTHOR Richard Childers is an experienced writer and a member of the Hyperink Team which works hard to bring you high quality engaging fun content Happy reading

EXCERPT FROM THE BOOK Moores major thesis is that there is something wrong with the High Tech Marketing Model There are gaps separating the major groups described in the Technology Adoption Life Cycle These gaps represent the fact that any group will have a hard time accepting a new product if it is marketed to them in the same manner it was marketed to the group that preceded them Each of these gaps is an opportunity for marketing to lose momentum and miss the transition to the next group Two of these gaps are relatively small what Moore calls cracks in the bell curve The gap between innovators and early adopters occurs when a hot new technology product cannot be transitioned into a major new benefit The enthusiast loves it for its architecture but nobody can even figure out how to start using it There is a second crack of similar size that exists between the early majority and the late majority It comes at a time in the product life cycle when the market is well developed and the technology product is in the mainstream While the early majority was quite willing and able to achieve the level of technical competence required to gain benefit from the product the late majority user is much less so In order to continue developing their market by moving into the late majority segment the product marketers must make the product easier to use and implement If they fail to do so they may fail in their attempts to transition to this next segment

CHAPTER OUTLINE Quicklet on Geoffrey A Moore s Crossing the Chasm Marketing and Selling High Tech Products to Mainstream Customers Geoffrey A Moore s Crossing the Chasm Marketing and Selling High Tech Products to Mainstream Customers The High Tech Marketer s Bible About the Author About the Book Overall Summary and much more

Encyclopedia of Information Science and Technology, Third Edition Khosrow-Pour, D.B.A., Mehdi, 2014-07-31 This 10 volume compilation of authoritative research based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities prospective solutions and future directions in the field of information science and

technology Provided by publisher **TechnoBrands** Chuck Pettis,2001 In TechnoBrands Chuck Pettis introduces the first published step by step process for building brands While modern day branding has been around for more than a century everybody knows the power of names such as Coca Cola Microsoft GE Disney Intel or Nokia very few people know the secrets of branding and how to successfully apply branding Filled with examples and insights from successful technology marketers such as Hewlett Packard Microsoft and Intel TechnoBrands describes every step in the branding process including market research creating the brand identity applying the brand and creating successful brand names While written from a technology product perspective the proven branding process in TechnoBrands has been applied to consumer brands and non profit organizations with great success Chuck Pettis has written an important book on a subject of great significance to technology companies of all types Those who don t grasp the meaning and value of the brand assets can only hope their competitors are equally na ve Roy E Verley Director Corporate Communications Hewlett Packard Building strong brands is the only way to ensure enduring profitable growth If this is your goal read TechnoBrands Larry Light President CEO Arcature Corporation

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