



How a Mindset Shift from **Selling Products to Selling Services** Transformed Business as We Know It?



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Selling Hightech Products And Services

**Stefano Bresciani,Alberto
Ferraris,Marco Romano,Gabriele
Santoro**



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Selling High-tech Products and Services Ira S. Kalb,1991 **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 **Managing High-Tech Services Using a CRM Strategy** Donald F. Blumberg,2002-12-23 As high tech service industries grow more competitive the need to develop customer focused business strategies becomes imperative Managing High Tech Services Using a CRM Strategy explores how to manage and direct any service organization utilizing a high tech strategy supported by the Customer Relationship Management CRM infrastructure enablin **Copywriting that Sells High Tech** Janice M. King,2006

E-Marketing K & A Press,2002 *Selling Through Someone Else* Robert Wollan,Naveen Jain,Michael Heald,2013-01-14 Experience the growth multiplier effect through transforming the distribution and sales network Selling Through Someone Else tackles new opportunities to drive company growth by taking a fresh look at the customer smart distribution and sales process The authors from Accenture one of the world s largest consulting companies explain how companies can be smarter about what their customers truly want and maximize the return on investment from all available resources for growth opportunities by exploring creative distribution options including leveraging partners online outlets iPads tablets your traditional sales force and more Selling Through Someone Else demonstrates that traditional approaches are no longer effective and how by capitalizing on converging forces companies can transform their sales approaches to grow revenue and enhance customer and brand loyalty Explores how globalization new competitors and low cost threats are reshaping the way sales is happening today and how to prepare your company to be successful in this new dynamic and iterative selling model Shows how analytics the shift to digital selling and mobile sales tools and new approaches to sales operations can reshape the entire sales function Demonstrates how new ecosystems of partners are created managed and incented to drive greater sales and profitability Accenture has helped numerous clients collaborate across IT Sales and Marketing to dramatically grow distribution and adapt to the different playing field of today Selling through Someone Else applies the trends and lessons learned from Fortune 500 and Global 500 companies to mid sized enterprises and small medium businesses owners

Selling Electronic Media Ed Shane,1999 First Published in 1999 Routledge is an imprint of Taylor Francis an informa company **Strategies for High-Tech Firms** P.M. Rao,Joseph A. Klein,2015-01-28 This is the first book to present marketing strategy of high tech products and services in a legal economic and global context From software to hardware from pharmaceuticals to digital movies and TV the authors argue that the understanding of intellectual property rights IPRs is essential to devising effective marketing strategies *Management Review* American Management Association,1926

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Proceedings of the 1985 Academy of Marketing Science (AMS) Annual Conference Naresh K. Malhotra, 2015-05-05 This volume includes the full proceedings from the 1985 Academy of Marketing Science AMS Annual Conference held in Miami Beach Florida It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour marketing management marketing education and international marketing among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

What Every Engineer Should Know About Starting a High-Tech Business Venture Eric Koester, 2009-01-06 Written by an experienced business lawyer in the technology scientific and engineering community this publication is for the engineer with an innovative high tech idea or concept who needs those crucial business insights and strategies to move that idea forward It offers key analysis on how to leave a current employer gain access to technologie

The Intimate Supply Chain David Frederick Ross, 2008-06-09 The growing power being exercised by today s consumer is causing significant paradigm shifts away from traditional marketing This is leading to a whole new take on the structure and functioning of supply chain management SCM It s no longer so much about improving the manufacturing process as it is improving the point and speed of contact and th

The Internationalisation of Young High-Tech Firms Oliver Bürgel, Andreas Fier, Georg Licht, Gordon Murray, 2012-12-06 There is now a certain tradition of Anglo German comparative research on new technology based firms NTBFs Two of the most influential studies in this area have both been sponsored by the Anglo German Foundation for the Study of Industrial Society AGF Starting in 1977 the first AGF project on NTBFs which was carried out by the consultancy firm Arthur D Little has been one of the most important early contributions in this field Little 1977 This report was the first

public document to use the term new technology based firm and to provide a definition which despite its operational limitations subsequently became an established term in the literature More importantly this study represented one of the first serious attempts to survey the existing stock of this type of firm The report was critical of the contemporary situation in Europe This is a policy area which continues to be hotly debated see European Commission 1995 Bank of England 1996 and HM Treasury 1998 It emphasised that in comparison with the USA Germany and the UK were each lagging behind if judged by the rate of formation of NTBFs and in their total contribution to the overall economic activity of both countries In terms of a policy contribution this study was instrumental in highlighting the lack of support infrastructures for the genesis and growth of high tech start ups in two of Europe's leading economies

Engineering the High Tech Start Up, Volume II

Corey R.A. Hallam, William Flannery, 2018-03-05 This two volume set has been written primarily for engineers technicians and scientists who are contemplating the unknown but attractive world of technological entrepreneurship a key driver of economic growth in developed countries and critical in stimulating growth in developing countries The purpose is to prepare these professionals as members of teams focusing on commercializing new technology based products The material has also been used to introduce engineering students to the processes involved in technological entrepreneurship Volume one provides a background of fundamentals and theory to prepare the reader for the venture launch Topics include the entrepreneurial process the venture team developing and marketing high tech products and launching the new venture Volume two goes into detail in critical areas such as intellectual property protection legal forms of organization financial projections and business plan preparation and delivery The primary emphasis is focused on creating lean and agile organizations capable of recognizing opportunities quickly developing introductory products for small test markets to better define the opportunities and using the results of those test markets to arrive at a product with wide acceptance capable of driving growth

What it Takes to Succeed in Sales Jeanne Greenberg, Herbert M. Greenberg, 1990 This helpful guide shows readers how to increase sales productivity determine the suitability of prospective employees for sales positions and weed out applicants that could hurt sales growth

Digital Transformation Management for Agile Organizations Stefano Bresciani, Alberto Ferraris, Marco Romano, Gabriele Santoro, 2021-06-10 Digital Transformation Management for Agile Organizations highlights and explores new dynamics regarding how current digital developments globally scale by examining the threats as well as the opportunities these innovations offer to organizations of all kinds

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

Proceedings of the twenty-second annual computer personnel research conference, October 16-17, 1986, Calgary, Alberta Paul S. Licker, 1986

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