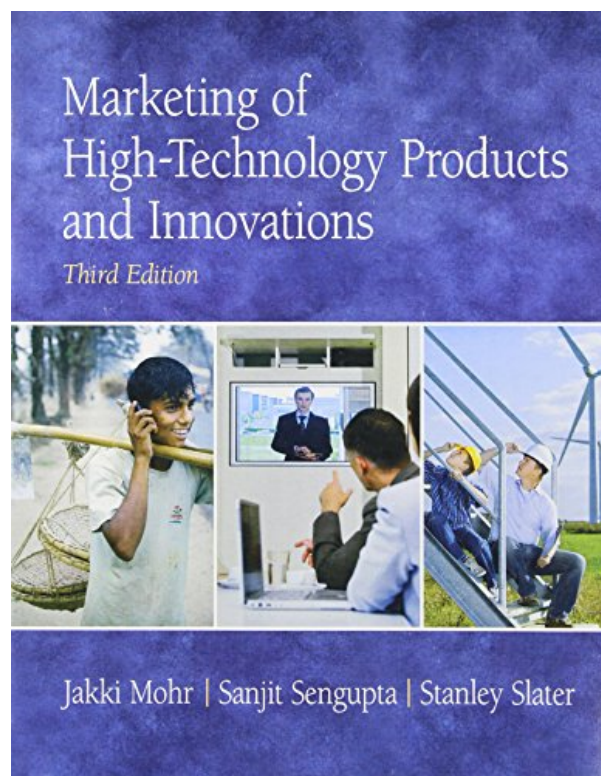


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Marketing of High-Technology Products and Innovations

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Review

"The highlights and comments from business executives and other sources were especially insightful." — Ashok Gupta, Ohio State University

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Each chapter also features marketing implications for new technologies, such as RFID chips, nano-technology, Wi-Fi, and others.

Most helpful customer reviews

9 of 10 people found the following review helpful.

Well balanced book

By A Customer

What impressed me the most about this book is the right balance of theoretical discussions and practical examples. The idea of including "views from the trenches" is just way too good. This book helped me conceptualize all the experiences that I have gathered in the past five years in the high-tech industry. This is an excellent read for people who are exclusively focused on marketing (product marketing / product management, etc) or for people who are in other functions, but want to understand the basics of high-tech marketing

7 of 8 people found the following review helpful.

The best text on the marketing of high technology

By Edward E. Rigdon

Mohr's text is a good overview of industry practice, mixed with theory on marketing and the diffusion of innovations. This text is a huge step forward for the discipline. As I see the field of electronic marketing evolving, I think we will see material about the Internet moving into mainstream marketing courses. What will remain in the specialized electronic marketing course is the intersection of marketing with the cutting edge of technology. Mohr's text makes me feel much better prepared for this evolution.

3 of 3 people found the following review helpful.

Excellent! Your ONE reference of Marketing High Tech

By Garcia Moreira Rafael

This book is an excellent reference, a "must have" for Marketing Professionals working in high tech industries. It also has extensive bibliographical references that guide the reader that wants to study more about some topic.

As a university teacher, I use this book as the guide textbook of my Marketing of Technology courses.

I have the three editions, each one covers much more material than the previous one. It combines field experience with marketing theory. I particularly enjoy the "expert's views from the trenches, mini cases, and real-life examples.

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