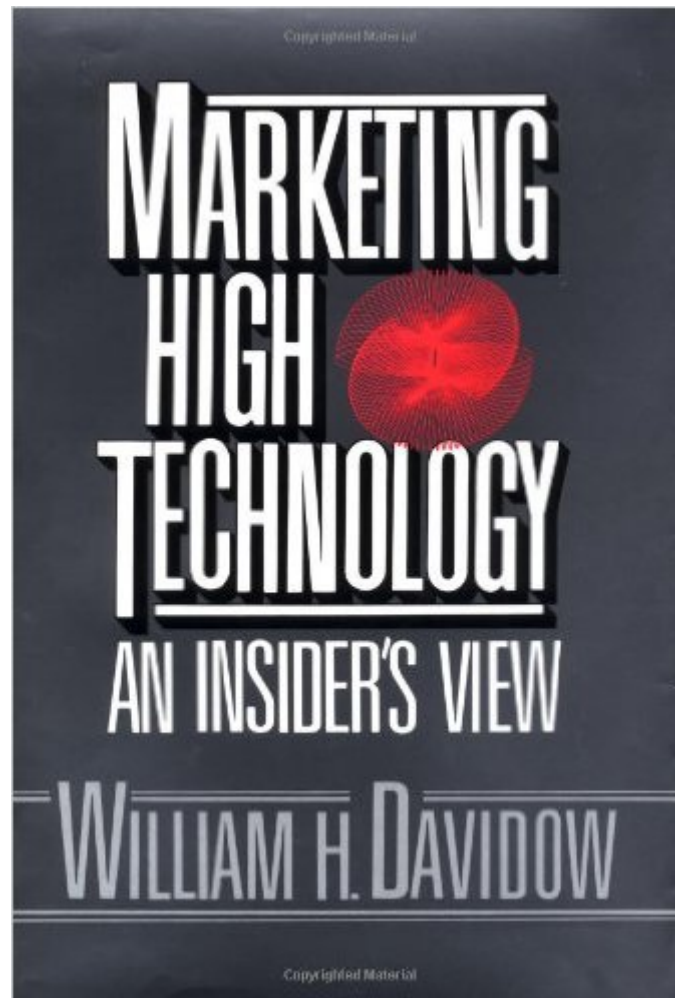


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# Marketing High Technology



## Synopsis

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 16 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 20 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.

## Book Information

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## Customer Reviews

This is a great guide to success in the high-tech marketplace. Although it predates Geoff Moore's model, it is completely complementary to Moore. Unlike Moore, Davidow goes into much more depth in terms of appropriate marketing activities. This is a useful book for all marketers, executives, engineers, and financial decision makers. It accurately portrays the dangers of making marketing decisions with an engineering mindframe instead of using business concepts. Davidow's personal experience at Intel was invaluable in making compelling case studies.

I was greatly impressed by the book. I really can't believe that what I have seen in the book is written by a PhD in electronic engineering! William has no marketing expertise or experience before he joined the company HP. Nevertheless, by his extremely strong observation and analytical mind, he had developed an excellent strategy to successfully market high technology. In addition, at the end of the book, he also added 16 factors to evaluate the high-tech marketing plan. As a marketing student, I must confess that, it is much more worthwhile to read this book attending hundreds of hours of lecture! Although one may think that the book was written in the 90s such that the theories should be outdated. However, I believe that truth remains true no matter how old it is. So, I will not hesitate to recommend this book to anyone (especially for marketing students)!

and I have read a few! This is a wonderful, practical book laced with real-life experiences from someone who has been in the marketing trenches at Intel and is now a VC. It is free of consultant jargon and gets straight into pragmatic advice. My only (minor) criticism is that it does tend to assume you are in a large corporation rather than a start-up, but the lessons seem equally valid. So many business books are disappointing, but this one had something useful on almost every page. Well done William Davidow!

The book gives good insight into all the issues regarding marketing High Technology. If one were to

think of interfaces, the Marketing Customer interface is explained quite well. However, the interaction between Engineering and Marketing is not discussed in depth. Nonetheless it is a good read.

This well written book is a good source of classic high tech marketing principles. You should realize before buying that the book is 20 years old. There are many outdated statistics and anecdotes (and interesting prognostications) that while true at the time, seem a little irrelevant today. I found the history of the marketing strategy in the computer processor industry of the 70's and 80's to be fascinating. In the end, though, I wished I had looked at the copyright date of the book before purchasing.

I first read this book when it was introduced. It was an eye opener, and I never found a better book since to introduce people - be they students or practitioners - to technology marketing. Davidow's definition and explanations of marketing are the best I have ever seen ("Marketing must invent complete products and drive them to commanding positions in defensible market segments"). It is one of the few that really captures the two side of marketing without verbose statements. His description of the complete product is a classic and the way he relates the program that lead to the victory of Intel over Motorola in the early days of the microprocessor should be a must read for any marketing manager. This is a classic and the fact that it is still in demand 20 years after its first publication is a testimony to its eternal value.

I purchased "marketing High Technology" from not knowing much about it's author William H. Davidow. I am in the process of learning what are sort of best practices, etc. for marketing technology. So, as far as theory is concerned, I have little to know real knowledge of different schools of thought etc..Fortunately, I was very surprised to see theory applied to real life. Yes, as many have noted, some of what Mr. Davidow talks about is dated. His was the world of computer chips and hardware... not the internet. Nonetheless, his hands on experience to marketing to this reader seem as timely as ever.If there is one lesson I've taken from "Marketing High Technology" is that "a product" is created in the marketing department. With all the thought, sweat, etc. that goes into building a device, it only becomes a product until after marketing has properly positioned it within a defined marketplace.Equally interesting is his understanding of what marketing is supposed to do. From doing the analysis, to the positioning, to defining the buyer, his total view of marketing is certainly timely. A flashy slogan does not suffice.His approach is also enlightening. Marketing a

product for Davidow should be like a crusade... and how you engage your competition is like warfare. After all, especially in the business Davidow thrived in (Intel), the consequences of failure are high. There are a number of insights within the book. I was especially intrigued by his 16 questions when evaluating a marketing department. After reading them, I understand why he thinks most marketing departments fail to be what he expects. An interesting read, especially when he discusses his experiences with Intel, I highly recommend.

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