

The book was found

Marketing Of High-Technology Products And Innovations (3rd Edition)



Synopsis

For undergraduate and graduate courses on marketing high-tech products. *Provide Your Students with the Vital Information They Need to Successfully Market High-tech Products* *Marketing of High-Technology Products and Innovations* is the only text on the market that focuses on the unique marketing challenges that surround high-tech products and service. The Third Edition retains all the same concepts and materials of previous editions and includes comprehensive coverage of the latest academic research and leading-edge business practices.

Book Information

Hardcover: 576 pages

Publisher: Pearson; 3 edition (February 15, 2009)

Language: English

ISBN-10: 0136049966

ISBN-13: 978-0136049968

Product Dimensions: 7.9 x 1.3 x 9.9 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (17 customer reviews)

Best Sellers Rank: #444,527 in Books (See Top 100 in Books) #96 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #494 in [Books > Textbooks > Business & Finance > Marketing](#) #2532 in [Books > Textbooks > Engineering](#)

Customer Reviews

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

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.

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.

The authors not only describe "what" factors should be taken into account when discussing a topic, but also "how" you should deal with them. For instance, describing a "migration path" as a series of upgrades to help transition the customer to new generations, the authors also explain "how" you should manage the migration path. Moreover, the authors go into detail. E.g. they take into account various types of innovations (eg. radical versus incremental). I particularly liked the figures and tables that visualize/summarize the written content in a very inspiring way. Lastly, the "expert view" boxes really add interesting complementary insights. As a PT marketing professor this is the "reference" textbook, I recommend to students that are working on a "high-tech marketing" related master thesis.

This book was a required text for a course I took as part of the Lockheed Martin Engineering Management Program at the University of Colorado-Boulder. I found the material presented in the text to be relevant for a course on Innovation and High Tech Marketing for students with backgrounds consisting of computer, aerospace, software and mechanical engineering. Overall the book is well constructed and while the questions at the end of the chapters were not required as part of my course, I often found myself working through the questions on my own because the material was interesting and engaging to me. I personally enjoyed the vignettes and the fact that they were a mix of companies of different size and different industries. Marketing of High-Technology Products and Innovations is a very useful and informative text that makes the concepts of marketing accessible to people with a technical background. I would have no reservations in recommending this book to any of my peers who require knowledge of marketing in their careers.

This book still has some gems that are useful despite it being out so long. Especially in terms of product management and marketing. Another book that is more recent that goes really well with this

book is "Value Acceleration" by Mitchell Gooze and Ralph Mroz. Value Acceleration: The Secrets to Building an Unbeatable Competitive Advantage

It is without question the best Marketing book that I've acquired and read and perhaps one of the best books I've ever read. Both methodologies and innovation at research helped me through market researches my company did, although I haven't met the authors I salute them with respect.

Overall, in my view, this is interesting book to read but not if you already have experience in marketing and need to understand what makes marketing of high-technological products different vs traditional FMCG marketing. I have above 10 years of experience in FMCG marketing and did not really find any noticeably different strategies vs traditional FMCG marketing. On the positive side, the examples / case studies re diff high tech products are interesting to read as well as interviews with industry experts and executives from different companies.

[Download to continue reading...](#)

Marketing of High-Technology Products and Innovations (3rd Edition) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Marketing of High-Technology Products and Innovations (2nd Edition) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Develop An Online Business Empire from Selling Other Peoples Products (Affiliate Marketing 101, Affiliate Marketing Empire) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search

Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials) Sound Innovations for String Orchestra -- Sound Development (Advanced): Warm-up Exercises for Tone and Technique for Advanced String Orchestra (Viola) (Sound Innovations Series for Strings) Sound Innovations for String Orchestra: Sound Development (Intermediate) for Cello: Warm up Exercises for Tone and Technique for Intermediate String Orchestra (Sound Innovations Series for Strings) Sound Innovations for String Orchestra: Sound Development (Intermediate) for Viola: Warm up Exercises for Tone and Technique for Intermediate String Orchestra (Sound Innovations Series for Strings) Sound Innovations for String Orchestra, Bk 1: A Revolutionary Method for Beginning Musicians (Violin), Book, CD & DVD (Sound Innovations Series for Strings) Sound Innovations for Concert Band, Bk 1: A Revolutionary Method for Beginning Musicians (Flute), Book, CD & DVD (Sound Innovations Series for Band)

[Dmca](#)