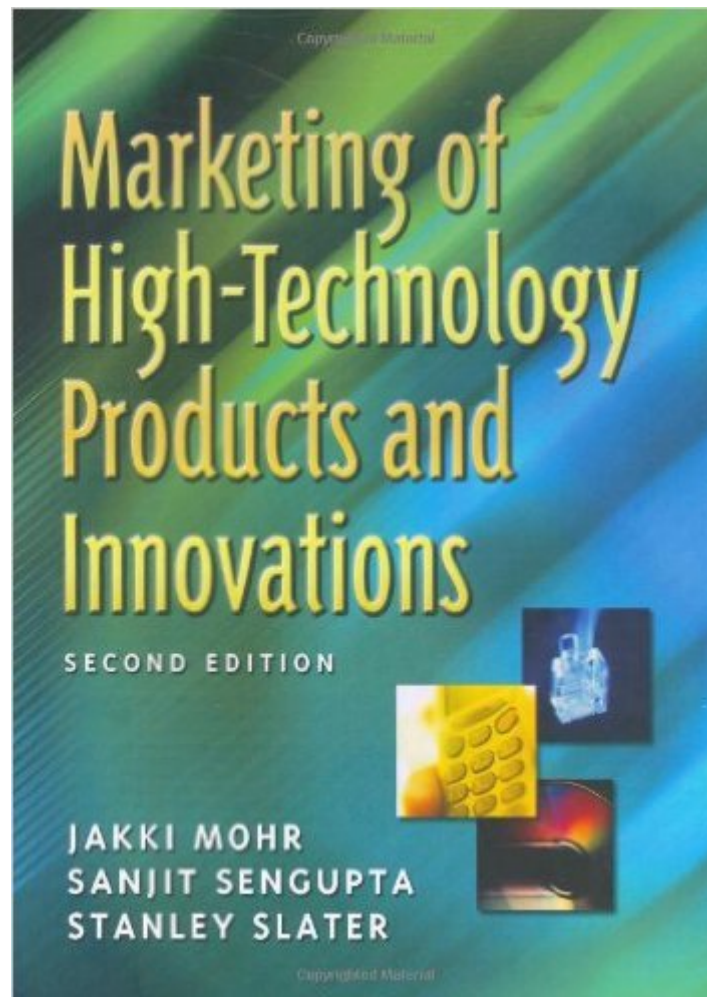


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# Marketing Of High-Technology Products And Innovations (2nd Edition)



## Synopsis

For upper-level undergraduate and graduate courses in High Tech Marketing and Innovation. This thoroughly updated text presents a balance between theoretical discussions and practical examples and provides a framework for making marketing decisions in a high-tech environment. Ideal for undergraduate/graduate elective courses in Marketing of High-Tech Products, as well as 'technology centric' courses in Marketing Management, Business-to-Business Marketing and New Products.

## Book Information

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## 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 aquired and read and perhaps one of the best books I've ever read. Both metodologies 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.

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