

Marketing Of High-Technology Products And Innovations

By Jakki Mohr

Marketing High Tech Products: Lessons in Customer -

Rosen, Schroeder, Purinton, / Marketing High Tech Products Marketing High Tech Products: Lessons in Customer Focus from the Marketplace Deborah E. Rosen

<http://www.epiheirimatikotita.gr/elibrary/marketingsales/Marketing%20High%20Tech%20Products%20-%20Lessons%20in%20Customer%20Focus%20from%20the%20Marketplace.pdf>

High Tech Marketing | UCLA Anderson School of -

High Tech Marketing. Marketing high-technology products combines basic marketing concepts (product, price, distribution,

<http://www.anderson.ucla.edu/career-paths-and-elective-course-recommendations/marketing/high-tech-marketing>

Marketing High Technology | Bill Davidow -

how to give products a soul ; and how to engineer promotions, market internationally, motivate salespeople, Marketing High Technology (Free Press)

<http://www.davidow.com/bills-books/marketing-high-technology/>

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<http://www.loot.co.za/product/jakki-mohr-marketing-of-high-technology-products-and-in/ptmf-2738-g300>

Pearson - Marketing of High- Technology Products -

Marketing of High-Technology Products and Innovations, 2/E Jakki J Mohr, in High Tech Marketing and Innovation of high-technology products and innovations.

<http://www.pearsonhighered.com/academic/product?ISBN=0131411683>

"MKTG 460.01: Marketing of High- Technology -

Mohr, Jakki J., "MKTG 460.01: Marketing of High-Technology Products and Innovations" (2003). Syllabi. Paper 3520. Download

<http://scholarworks.umt.edu/syllabi/3520/>

An introduction to the special issue on marketing -

on marketing of high-technology products of High-Technology Products, Services and Innovations and Marketing, 24 (1), 131-132. Mohr, Jakki,

http://www.academia.edu/2750692/An_introduction_to_the_special_issue_on_marketing_of_high-technology_products_services_and_innovations

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<http://www.dentalproductsreport.com/lab/article/marketing-high-technology>

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<http://marketinghightech.net/>

Positioning: Target Marketing for Technology -

Positioning: Target Marketing for Technology Products. Shanklin, W. and Ryans, J.

"Marketing High Technology", DC Heath and Co., 1984. home | about us

<http://www.telesian.com/techlibrary/archive/positioning.cfm>

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http://userwww.sfsu.edu/sengupta/MKTG885_Syllabus.doc

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