

Marketing Of High-Technology Products And Innovations

By Jakki Mohr

High- Tech Marketing Strategies -

Here are some of the reasons the failure rate is so high. In high tech, products are often more Marketing a new technology is vastly different than marketing

<http://www.hightechstrategies.com/>

0130136069 - Marketing of High- technology -

Marketing of High-Technology Products and Innovations. Mohr, Jakki. Published by Prentice Hall (2001) ISBN 10: 0130136069 ISBN 13: 9780130136060

<http://www.abebooks.com/book-search/isbn/0130136069/>

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/>

Marketing of High- technology Products and -

Marketing of High-technology Products and Innovations (Paperback, Pearson New International Edition) Loot Price: R1472.00 Discovery Miles 14720

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

High- Tech Marketing Business Plan Sample - -

Acme Consulting high-tech marketing business plan Acme Consulting will be a consulting company specializing in marketing of high-technology products in

http://www.bplans.com/high-tech-marketing-business-plan/executive-summary_fc.php

Jakki Mohr (Author of Marketing Of High -

Jakki Mohr is the author of Marketing Of High Technology Products And Innovations (3.88 avg rating, 8 ratings, 0 reviews, published 2000)

http://www.goodreads.com/author/show/774790.Jakki_Mohr

"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/>

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>

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>

Pearson - Marketing of High-Technology Products -

For undergraduate and graduate courses on marketing high-tech products .

<http://www.pearsonhighered.com/educator/product/Marketing-of-HighTechnology-Products-and-Innovations/9780136049968.page>

Jakki Mohr: High Tech Marketing Professor, -

Jakki Mohr High Tech Marketing field of marketing high-technology products and for high-technology products and innovations is more complicated

<https://ideamensch.com/jakki-mohr/>

The Authors - Marketing of High Technology -

The Authors; Instructor Resources; High-Tech Marketing Blog; Jakki J. Mohr (Ph.D 1989 Business-to-Business Marketing and Marketing of High-Technology Products

<http://marketinghightech.net/the-authors>

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>

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>

Jakki Mohr - University of Montana -

Jakki Mohr is the Regents marketing high-technology products and services, Mohr has achieved international acclaim for Marketing of High-Technology Products

<http://www.business.umt.edu/FacultyStaff/JakkiMohr.aspx>

Marketing of high-technology products and -

Get this from a library! Marketing of high-technology products and innovations. [Jakki J Mohr]

<http://www.worldcat.org/title/marketing-of-high-technology-products-and-innovations/oclc/44818339>

0130136069 - Marketing of High-technology Products -

Marketing of High-Technology Products and Innovations. Mohr, Jakki. Published by Prentice Hall (2001) ISBN 10: 0130136069 ISBN 13: 9780130136060

<http://www.abebooks.com/book-search/isbn/0130136069/>

9780136049968: Marketing of High-Technology -

From the Publisher: The past few years have seen significant challenges including soaring fuel and food costs

<http://www.abebooks.com/9780136049968/Marketing-High-Technology-Products-Innovations-3rd-0136049966/plp>

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

Marketing of high- technology products and -

Get this from a library! Marketing of high-technology products and innovations.. [Jakki J Mohr; Sanjit Sengupta; Stanley F Slater]

<http://www.worldcat.org/title/marketing-of-high-technology-products-and-innovations/oclc/56383825>

An Introduction To The Special Issue On Marketing -

We are pleased to introduce this special issue on marketing of high-technology products and innovations. High-technology industries are Jakki Mohr, University of

http://scholarworks.boisestate.edu/marketing_facpubs/4/

Marketing High Technology | Dental Products -

A recent report confirms scientists have created a new biocompatible material that may rebuild worn enamel and decrease tooth sensitivity for longer periods of time

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