

Librería
Bonilla y Asociados
desde 1950



Título: Marketing Of High-Technology Products And Innovations

Autor: Morh, Jakki; Sengupta, Sanjit; Slater, Stanley

Precio: \$1856.00

Editorial:

Año: 2010

Tema:

Edición: 3ª

Sinopsis

ISBN: 9780136049968

This book focuses on the unique characteristics of the high-tech environment and the marketing challenges those characteristics pose. Readers will learn best-practices high-technology marketing-adaptations to standard marketing practices for success in high-tech markets. Filled with decision frameworks and strategies that reflect cutting-edge research and practice, this book includes a plethora of global examples and applications.