

658.8 Ma.3

All trademarks used herein are the property of their respective owners. The use of any trademark in this text

does not vest in the author or publisher any trademark ownership rights in such trademarks, nor does the of such trademarks imply any affiliation with or endorsement of this book by such owners.

Authorized Licensed Edition of the original UK edition, entitled Marketing of High Technology Products and Innovations: Pearson New International Edition: Third Edition JakkiJ, Sengupta Sanjit, Slater Stanley published by Pearson Education Limited, © 2013 Pearson Education Limited

All rights reserved. This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior written consent in any form of binding or cover other than that in which it is published and without a similar condition including this

condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above, no part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise), without the prior written permission of both the copyright owner and the above-mentioned publisher of this book.

Although the author and publisher have made every effort to ensure that the information in this book was correct at the time of editing and printing, the author and publisher do not assume and hereby disclaim any liability to any party for any loss or damage arising out of the use of this book caused by errors or omissions. whether such errors or omissions result from negligence, accident or any other cause. Further, names. pictures, images, characters, businesses, places, events and incidents are either the products of the author's imagination or used in a fictitious manner. Any resemblance to actual persons, living or dead or actual events is purely coincidental and do not intend to hurt sentiments of any individual, community, sect or religion.

In case of binding mistake, misprints or missing pages etc., the publisher's entire liability and your exclusive remedy is replacement of this book within reasonable time of purchase by similar edition/reprint of the book

is replacement of this book within reasonable time of parenase by similar edition rep	print of the book.
Indian edition published by Dorling Kindersley India Pvt. Ltd. Copyright C 2014 Accession No. 241251	271851

ISBN 978-93-325-3662-3

First Impression 2014 Seventh Impression 2022 **Eighth Impression 2024**

Source DSR PUL. & Bist. Bill No. & Date 695 21/2/2024 Price K. 1045f-

Centre/School AGVSM&E Accessioned by.....

Published by Pearson India Education Services Pyl. Ltd, Cin. by 2200TN2005PTC037128

Head Office: 1st Floor, Berger Tower, Plot No. C-001A/2, Sector 16B, Noida – 201 301, Uttar Pradesh, India.

Registered Office: Featherlite, 'The Address' 5th Floor, Survey No 203/10B, 200 Ft MMRD Road, Zamin Pallavaram, Chennai - 600044

Website: in.pearson.com; Email: company secretary. india@pearson.com

Digitally printed in India by Trinity Academy for Corporate Training Ltd, New Delhi in the year of 2024.

Table of Contents

I. Introduction to the World of High-Technology Marketing	1
2. Strategic Market Planning in High-Tech Firms	45
3. Culture and Climate Considerations for High-Tech Companies	81
4. Market Orientation and Cross-Functional (Marketing-R&D) Interaction	103
5. Partnerships, Alliances, and Customer Relationships	141
6. Marketing Research in High-Tech Markets	191
7. Understanding High-Tech Customers	231
8. Technology and Product Management	273
9. Distribution Channels and Supply Chain Management in High-Tech Markets	319
10. Pricing Considerations in High-Tech Markets	357
II. Marketing Communication Tools for High-Tech Markets	381
12. Strategic Considerations for the Triple Bottom Line in High-Tech Companies	413
13. Strategic Considerations in Marketing Communications	471

14. Case: Is There More to Skype Than Hype?	
15. Case: Charting a New Course for Xerox: Strategic Marketing Planning	495
	499
16. Case: Environmental Systems Research Institute (ESRI)	503
17. Case: Vision of the Future: Airbus 380 or Boeing 787 Dreamliner?	507
18. Case: Goomzee Mobile Marketing	511
19. Case: SELCO-India: Lighting the Base of the Pyramid	523
To does	527
Index	271