

# Successful Marketing Strategy for High-Tech Firms (Artech House Technology Management and Professional Developm)



[Successful Marketing Strategy for High-Tech Firms \(Artech House Technology Management and Professional Developm\) 下载链接1](#)

著者:Eric Viardot

出版者:Artech House Publishers

出版时间:2004-06

装帧:Hardcover

isbn:9781580537001

This extensively revised third edition of the Artech House bestseller, Successful Marketing Strategies for High-Tech Firms, reflects the ruthless realities of the new high-tech marketplace where effective marketing strategy counts as much as the latest and greatest technology. The multitude of brand new material includes detailed case studies that teach the hard-learn lessons that have enabled such high-tech giants as eBay, Yahoo, IBM, Cisco, and Nokia to come out of the tech market meltdown stronger and more competitive.

作者介绍:

目录:

[Successful Marketing Strategy for High-Tech Firms \(Artech House Technology Management and Professional Developm\)\\_下载链接1\\_](#)

## 标签

marketing

high-tech\_firms

MKT

English

## 评论

-----  
[Successful Marketing Strategy for High-Tech Firms \(Artech House Technology Management and Professional Developm\)\\_下载链接1\\_](#)

书评

-----  
[Successful Marketing Strategy for High-Tech Firms \(Artech House Technology Management and Professional Developm\)](#)\_下载链接1\_