

Managing and Marketing Technology



[Managing and Marketing Technology 下载链接1](#)

著者:Ford, David; Saren, Mike; Saren, Michael

出版者:

出版时间:2001-3

装帧:

isbn:9781861525949

"Managing and Marketing Technology" proposes that strong management of a firm's technology improves both the marketing potential of existing products and allows firms to identify opportunities for new products through the systematic analysis and

assessment of their technological and marketing capabilities. The text demonstrates how firms can conduct a technology audit, acquire, exploit and manage technology to develop a technology strategy to take the company forward. Practical and applied, "Managing and Marketing Technology" will provide managers and students with a valuable insight into the relationship between technology, product development, marketing and management. The final chapter is a detailed case study showing the process of auditing and implementing technology strategy.

作者介绍:

目录:

[Managing and Marketing Technology_ 下载链接1](#)

标签

评论

[Managing and Marketing Technology_ 下载链接1](#)

书评

[Managing and Marketing Technology_ 下载链接1](#)