

《飓风内部 Inside the Tornado》

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内容简介

Moore (Crossing the Chasm, HarperBusiness, 1991) claims that marketing technology-based products is different from marketing standard consumer products. He explores marketing stages through a discussion of the "Technology Adoption Life Cycle," which follows a product from birth to death and suggests a course of action for each phase. He also charts power distribution within a company and the marketplace as these high-tech companies engage in traditional business strategies (i.e., strategic partnerships, competitive advantage, positioning, and organizational leadership). Moore provides examples from high-tech firms such as Hewlett-Packard, Apple, and Pyramid. Although other recent books address technology marketing (see TechnoBrands, AMACOM, 1991), none addresses life cycle issues. Written for those with a prior knowledge of marketing theory, this book is recommended for business libraries.

Kathy Shimpock-Vieweg, O'Connor-Cavanagh Lib., Phoenix, Ariz.

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