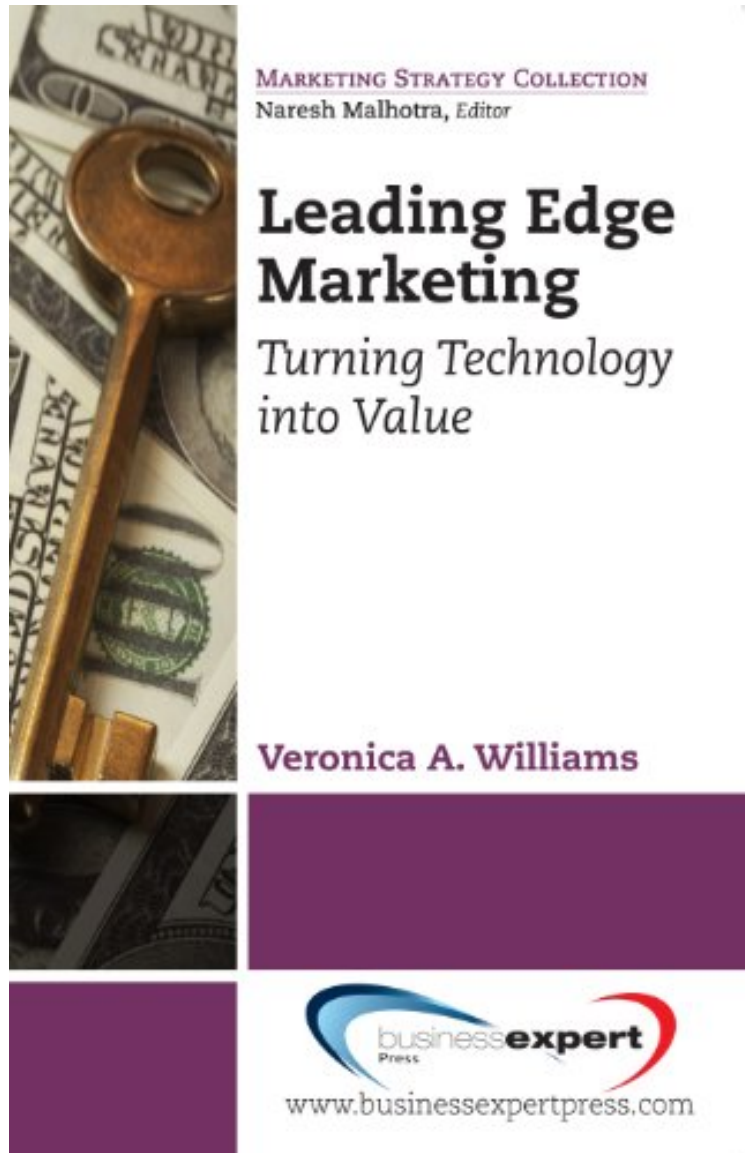


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Leading Edge Marketing: Turning Technology into Value (Marketing Strategy Collection)

Veronica A. Williams

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Veronica A. Williams : **Leading Edge Marketing: Turning Technology into Value (Marketing Strategy Collection)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Leading Edge Marketing: Turning Technology into Value (Marketing Strategy Collection):

This book is a comprehensive blueprint of the FivePs of Marketing (www.The5Ps.com): Product, Packaging, Price, Promo, and Place. Using the Five Ps presents you with key strategies and principles to deliver "must-have" solutions for your current and future business needs. Inside are several strategies for anyone who wants to learn how to identify, create, and deliver a hi-tech product or service that will be purchased by a critical mass of people. It presents the techniques and end-to-end process to produce a profit from products and services. The essence of this book is that it takes old principles, updates them to the current environment, adapts them to technology, and, most importantly, explains how they can be put to work to deliver respectable market share and strong profit with integrity. It is a comprehensive guide to deliver a winning solution—from concept to profit.

About the Author: Pennsylvania; President and Managing Director; ACT Management Consulting and Technology Services