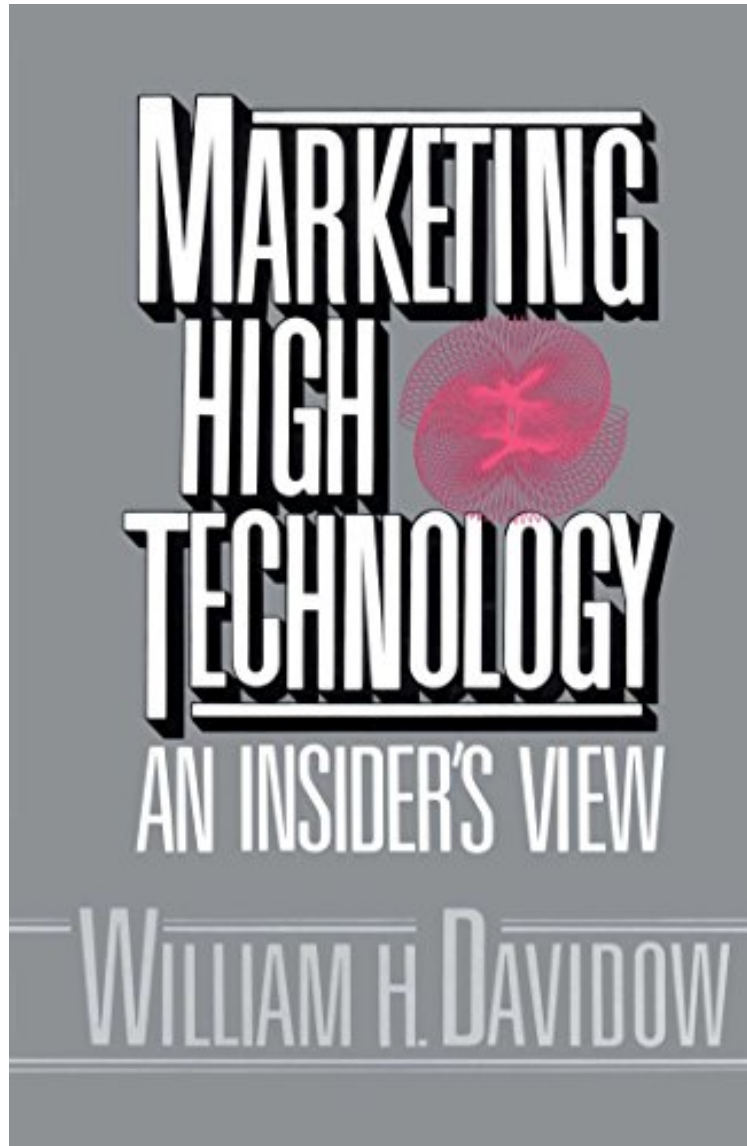


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Marketing High Technology

William H. Davidow

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William H. Davidow : Marketing High Technology before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing High Technology:

37 of 38 people found the following review helpful. A must-have book for high-tech marketing staffBy J. G. HeiserThis is a great guide to success in the high-tech marketplace. Although it predates Geoff Moore's model, it is completely complementary to Moore. Unlike Moore, Davidow goes into much more depth in terms of appropriate marketing activities. This is a useful book for all marketers, executives, engineers, and financial decision makers. It accurately portrays the dangers of making marketing decisions with an engineering mindframe instead of using

business concepts. Davidow's personal experience at Intel was invaluable in making compelling case studies. 4 of 4 people found the following review helpful. Applied Theory and Excellent Insight By Paul Marc Oliu I purchased "Marketing High Technology" from not knowing much about its author William H. Davidow. I am in the process of learning what are sort of best practices, etc. for marketing technology. So, as far as theory is concerned, I have little to know real knowledge of different schools of thought etc.. Fortunately, I was very surprised to see theory applied to real life. Yes, as many have noted, some of what Mr. Davidow talks about is dated. His was the world of computer chips and hardware... not the internet. Nonetheless, his hands on experience to marketing to this reader seem as timely as ever. If there is one lesson I've taken from "Marketing High Technology" is that "a product" is created in the marketing department. With all the thought, sweat, etc. that goes into building a device, it only becomes a product until after marketing has properly positioned it within a defined marketplace. Equally interesting is his understanding of what marketing is supposed to do. From doing the analysis, to the positioning, to defining the buyer, his total view of marketing is certainly timely. A flashy slogan does not suffice. His approach is also enlightening. Marketing a product for Davidow should be like a crusade... and how you engage your competition is like warfare. After all, especially in the business Davidow thrived in (Intel), the consequences of failure are high. There are a number of insights within the book. I was especially intrigued by his 16 questions when evaluating a marketing department. After reading them, I understand why he thinks most marketing departments fail to be what he expects. An interesting read, especially when he discusses his experiences with Intel, I highly recommend. 0 of 0 people found the following review helpful. Timeless, seminal, work as it regards marketing high ... By Joe Consumer Timeless, seminal, work as it regards marketing high technology, regardless of sector, especially now given the trajectory of the consolidations in the semiconductor component and sub-system level industry.

A Simon Schuster eBook. Simon Schuster has a great book for every reader.

John Sculley Chairman and Chief Executive Officer, Apple Computer, Inc. Bill Davidow is both an insightful thinker and respected player in the Silicon Valley phenomenon. Bill's unique perspective on high technology marketing makes this an important book for all of us in high technology to read. Robert N. Noyce Co-founder, Intel Corporation "Marketing High Technology" documents clearly and forcefully that technological breakthroughs alone will not enable a company to survive. Marketing makes products. In particular, Davidow's discussion of the cost of entering a well-established competitor's market will be required reading for all marketing managers and chief executives. Thomas J. Perkins General Partner, Kleiner Perkins Caufield and Byers Davidow writes about successful product crusades. Indeed, he is a crusader here, but for all marketing, for all companies: a tough challenge but one handled masterfully. This book should be required reading not only for marketeers, but for all those who depend upon successful new products -- from engineers to financiers. Theodore Levitt Editor, "Harvard Business ; " author of "The Marketing Imagination" "Marketing High Technology" is a rare and marvellous book -- rare because it shows, in its own readable words, that while "great devices are invented in the laboratory, great products are invented in the Marketing Department." For the first time an experienced practitioner from a first-rate high-tech company tells the inside truth about the ingredients for marketing success. And it's a marvellous book because it says everything so well and convincingly. Life will never be the same. From the Back Cover Marketing is civilized warfare. And as high-tech products become increasingly standardized-- practically identical, from the customer's point of view -- it is marketing that spells life or death for new devices or entire firms. About the Author William H. Davidow is a general partner with Mohr Davidow Ventures in Menlo Park, California. Before forming this venture capital firm, he was senior vice president of sales and marketing for Intel Corporation and shepherded the renowned Intel 8080 and 8086 to success. Prior to joining Intel he was a marketing manager for Hewlett-Packard's computer group. Davidow graduated summa cum laude from Dartmouth College and holds a Ph.D. in electrical engineering from Stanford University.