



# The Marketing of Technology Intensive Products and Services: Driving Innovations for Non-Marketers (ISTE)

*Patrick Corsi, Mike Dulieu*

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## **The Marketing of Technology Intensive Products and Services: Driving Innovations for Non-Marketers (ISTE)** Patrick Corsi, Mike Dulieu

This book provides the basic models and methods for the profitable use and marketing of advanced technology. It provides a guide to developing and administering marketing plans, conducting market research, searching for and managing partners, tapping capital for innovation, scoping adequate pricing methods, managing intellectual property rights, and selling and distributing products and services. It also shows how to develop formatted business plans for investors. This title is uniquely focused on the critical technology/market interface, and provides an executive introduction to marketing these products and services.

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