

# Technical Marketing Leadership Development

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a comprehensive overview of current trends issues ideas and practices that are changing the dynamics of marketing featuring contributions from a global network of leading academics and practitioners

high technology which accounts for a rapidly growing section of the global workforce presents a different set of management problems than have usually been encountered by traditional industry in this book von glinow mohrman and their expert contributors discuss the reasons for this difference and define new organizational forms for global high technology management propounding a revolutionary approach to high technology management issues they explore management teams high velocity environments and high technology marketing as well as human resource considerations including team interdependence compensation and culture clash

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abstract this text applies the basic principles and practices of marketing to a nonprofit environment and introduces the reader to basic concepts and tools for developing and implementing and managing a marketing effort part one focuses on developing a philosophy for marketing and is keyed primarily on the notion of developing a customer orientation part two deals primarily with strategic planning and organization and covers the topical areas of the strategic marketing planning process marketing research market measurement and forecasting marketing planning organization leveraging limited resources and fund raising part three discusses a wide array of conceptual tools for determining an acceptable marketing mix in part three the authors explain the notion of a marketing mix describes differences in marketing programs for products services and desirable social behaviors discusses management of the marketing effort as well as basic concepts in the communication process and their relationship to marketing part four deals exclusively with the notion of evaluation and control in the marketing process

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