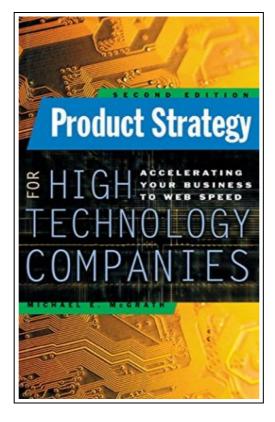# Product Strategy for High Technology Companies (2nd Revised edition)

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Reviews

Completely essential read publication. I am quite late in start reading this one, but better then never. You wont truly feel monotony at at any moment of your time (that's what catalogs are for regarding should you question me).
(Nels Runte IV)

PRODUCT STRATEGY FOR HIGH TECHNOLOGY COMPANIES (2ND REVISED EDITION)

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Product Strategy for High Technology Companies (2nd Revised edition), Michael E. McGrath, This book offers an insight into how leaders such as Microsoft, Intel, Motorola, and others - continue their dominance in an increasingly competitive marketplace. Companies looking to make a mark in today's crowded high-tech battlefield need two primary elements: a distinctive product and a powerful product strategy. Without both, they simply won't survive."Product Strategy for High Technology Companies, 2nd Edition", is today's only book on product strategy written specifically for high-tech companies. Updated and revised to encompass everything from changing product strategies to Web-based technologies, this forward-thinking book provides page after page of market-tested strategies and techniques that include: an in-depth examination of the market-proven Core Strategic Vision (CSV) and Market Platform Plan (MPP) Frameworks; case studies examining 14 unique differentiation strategies - what worked, what didn't, and why; and, more than 250 examples of product strategy in action, from the success of Microsoft to the equally stunning - at the time - failure of Osborne.The opportunities in today's wide-open technology marketplace are unparalleled in history. Benchmark yourself against the high-tech leaders - and discover techniques to carve out your own area of expertise and success - with "Product Strategy for High Technology Companies"."Product Strategy for High Technology Companies, 2nd Edition" contains topics such as: how did Xerox, a dominant world leader in light-lens copying, changed its strategic focus in time to secure a foothold in the emerging digital technologies arena? Which line strategies helped Tylenol leverage its single product - acetaminophen - into a broad-based platform that has sold nearly a quarter-trillion tablets? And, what innovative strategies did Dell Computer use to become a low-price leader in the notoriously razor-thin margin world of personal computers?Continuous technological change,...

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