



## Technical Marketing Communication [Part of the Allyn & Bacon Series in Technical Communication]

By Harner, Sandra; Zimmerman, Tom; Dragga Series Editor, Sam

Longman, 2001. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: (Each Chapter begins with and "Overview" and concludes with "Summing It Up" and "Applying What You've Learned.") 1. Marketing Communication Concepts. Technology. Communication on Behalf of Technology. Communicating with the Help of Technology. Communication. Communication Variety. Communication Content. Marketing. Defining Market. Technical Information Markets. Technical Marketing Communication. What's Not Included. Technical Marketing Communication Lifecycle. Demand. Design. Develop. Differentiation. Display. Distribute. Discuss. 2. Needs Analysis. The Process. Generate Objectives To Guide the Project. Understand the Audience Who Needs This Information. Determine the Information to Be Communicated. Determine How to Get the Necessary Information. Stay Focused on the Goal. 3. Audience Analysis. Who's Your Audience? How Many Different ways Can You Look at Your Audience, Really? What Comes After Identification and Analysis? What Happens When You Do Not Understand Your Audience? How Can You Learn About Your Audience? Use an Audience Profile. The Audience Interview. Leveraging Audience Information. 4. Strategy Development. Strategy Development. Why Versus How. Deadlines and Other Tactical Distractions. Strategic Cause and Effect Nuances. Targeted Effects. Linking Cause and Effect

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-- **Emmitt Harber**

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