

## Marketing of High-Technology Products and Innovations (3rd Edition)

By Jakki J. Mohr, Sanjit Sengupta, Stanley Slater



**Marketing of High-Technology Products and Innovations (3rd Edition)** By Jakki J. Mohr, Sanjit Sengupta, Stanley Slater

For undergraduate and graduate courses on marketing high-tech products.

## Provide Your Students with the Vital Information They Need to Successfully Market High-tech Products

Marketing of High-Technology Products and Innovations is the only text on the market that focuses on the unique marketing challenges that surround hightech products and service.

The **Third Edition** retains all the same concepts and materials of previous editions and includes comprehensive coverage of the latest academic research and leading-edge business practices.



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