

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



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

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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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