

Strategies for High-Tech Firms: Marketing, Economic, and Legal Issues

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P.M. Rao, Joseph A. Klein : Strategies for High-Tech Firms: Marketing, Economic, and Legal Issues before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategies for High-Tech Firms: Marketing, Economic, and Legal Issues:

This is the first book to present marketing strategy of high-tech products and services in a legal, economic, and global context. From software to hardware, from pharmaceuticals to digital movies and TV, the authors argue that the understanding of intellectual property rights (IPRs) is essential to devising effective marketing strategies.