

Techno-Ready Marketing: How and Why Customers Adopt Technology

Charles L. Colby, A. Parasuraman

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#2549987 in eBooks 2001-10-05 2001-10-05File Name: B000FC0V98 | File size: 69.Mb

Charles L. Colby, A. Parasuraman : Techno-Ready Marketing: How and Why Customers Adopt Technology before purchasing it in order to gage whether or not it would be worth my time, and all praised Techno-Ready Marketing: How and Why Customers Adopt Technology:

0 of 0 people found the following review helpful. very good but unspeedyBy Marwa Medhat Headerthanks for that deliver me the right item but not in the right time cause it took about a month and a week to recieve the book. anyway

the book is used but it is really in a good condition. thanks again and i am standing ready to request another book now.3 of 3 people found the following review helpful. Finally: A guide to marketing and technologyBy CustomerI am an e-business marketing professor who has additional university responsibilities assisting companies with their e-business strategies. I found *Techno-Ready Marketing: How and Why Your Customers Adopt Technology* to be an excellent resource for translating the existing marketing models into the technology-oriented marketplace. The four principles of successful techno-ready marketing are insightful and applicable to the challenges that companies currently face in the technology-oriented markets. The authors do an excellent job of appealing to both the academic scholars as well as the cutting-edge executives of any company (regardless of their industry). Through an understanding of the concepts presented in this text, companies have a roadmap for how to measure and then implement their marketing strategies based upon their customers' technology readiness. My colleague and I have used this text with a variety of executives and their feedback is as favorable as mine. From a teaching perspective, this text bridges the traditional services marketing models by translating the concepts into a technology-oriented model that is very timely and valuable to students majoring in any discipline that is focused on technology and its impact (communications, marketing, MIS, management, organizational behavior, finance, psychology, etc.). I am very appreciative for their contribution.5 of 5 people found the following review helpful. Chief Operating OfficerBy Angel J. Garcia III*Techno-Ready Marketing* provides the kind of common sense approach necessary for business managers to be prepared to make the tough decisions about their technology needs. I found TRM's method of analysis to be both an understanding and insightful recipe for success. Too often technical solutions are presented without knowing all there is to know about the customer's ability to accept a technology solution. TRM's approach goes a long way toward gaining the customers understanding, acceptance, and satisfaction. As one of the principal owners and business developers in the company, I am always looking for new ways to gage the customer's readiness to receive our solutions. Along with the many variables involved in the sales and marketing cycle, not the least of which is the acute need to quickly determine a prospects dominate buying motive, today's fast pace and evolving technological world makes assessing the technology readiness of a prospect more challenging than ever. This book has armed me with the means to make those assessments both quickly and accurately. That's the kind of edge every technology-marketing professional can use. I look forward to the 2nd edition.

Conventional techniques for marketing technology products fail primarily because marketers do not truly understand their customers. Do you know what customers really think about your technology? Now, drawing on their award-winning research and case studies ranging from America Online to the Discovery Channel, marketing experts A. Parasuraman and Charles L. Colby demonstrate how the adoption of technology is influenced by unique beliefs that do not apply to conventional products and services. In the context of a general set of powerful techno-marketing strategies, Parasuraman and Colby introduce "Technology Readiness" (TR), a groundbreaking concept that enables you to measure and assess a customer's predisposition to adopt new technologies. Employing their TR construct -- a psychological amalgam of fears, hopes, desires, and frustrations about technology -- the authors identify five types of technology customers: the highly optimistic and innovative "Explorers," the innovative yet cautious "Pioneers," the uncertain "Skeptics" who need the benefits of technology proved, the insecure "Paranoids," and the resistant "Laggards." Using this typology, you can customize your technology strategies by combining insights from your context-specific assessments with general marketing strategies presented in the book. Essential reading in technology companies will be the chapter devoted to Parasuraman's Pyramid Model, which explains the critical role technology plays in a marketing organization as a link between employees, the organization, and the customer. Finally, the authors have included a self-administered quiz so you can score your own Technology Readiness and a chapter on the "Techno-Ready Marketing Audit" to provide a framework for taking immediate action based on the precepts in this book.

.com "Rapid advances in current technologies and the accelerating emergence of new ones are flooding the marketplace with innovative products and services," write A. Parasuraman and Charles L. Colby at the start of *Techno-Ready Marketing*. But despite this onslaught and the importance that companies have placed upon it, the authors continue, the marketing of related products and services "is by and large being guided by traditional principles that may not be as effective for high-tech companies as they are for their low-tech counterparts." After four years of research into ways this might be better accomplished, the two developed the concept of Technology Readiness to measure how customers will react to such innovations and provide insight that corporations can use to practice the "techno-ready marketing" necessary to capture the public's attention. Parasuraman, the University of Miami's James W. McLamore Professor of Marketing, and Colby, president of a market research and consulting firm that specializes in technology, present a scholarly discussion of the process followed by a section on its practical use, filled with historical and contemporary case studies. They also include a self-administering Marketing Audit to help readers assess their current corporate status and adjust strategies accordingly. --Howard RothmanFrom BooklistParasuraman is a University of Miami marketing professor who just completed a three-year stint as editor of the *Journal of the*

Academy of Marketing Science. Colby heads Rockbridge Associates, a market research and consulting firm specializing in technology issues. Relying on three years of research projects and case studies, they answer the question of why and how customers--and employees--adopt new technologies. They find that the adoption of technology is a distinct process, that technological innovations require different marketing strategies, that customer satisfaction becomes more of a challenge with technology-based products and services, and that technology markets often are governed by the "winner-takes-all" principle. The authors have developed a "technology readiness index" to measure people's "propensity to embrace and use new technologies," and they identify five types of technology customers. They then suggest ways to acquire and satisfy technology customers and show how organizations can conduct a "techno-ready marketing audit." The tools and insights found in this book can benefit any organization struggling with changes wrought by technology. David Rouse Copyright copy; American Library Association. All rights reserved Kevin J. Clancy CEO, Copernicus Provocative, high-impact insights into how to measure and manage Technology Readiness.