



Product Marketing for Technology Companies

Mark Butje

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The author compresses his twenty years of experience to take a step-by-step approach to the product life-cycle, and covers areas such as:

- * selecting target markets
- * creating a positioning statement
- * writing a financial paragraph
- * motivating others

thereby demonstrating how to act as a bridge between sales, development and finance.

Successfully marketing products for technology companies requires the application of precision marketing techniques, and in this book the author teaches how to focus on the whole product and create real solutions that match the market needs.

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