

Techno-Ready Marketing: How and Why Your Customers Adopt Technology



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Reviews

*It is a single of my personal favorite pdf. It really is written in basic words instead of hard to understand. Your daily life period will be transform as soon as you complete looking over this pdf.
(Vena Sauer DDS)*

TECHNO-READY MARKETING: HOW AND WHY YOUR CUSTOMERS ADOPT TECHNOLOGY



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Free Press. Paperback. Condition: New. 240 pages. Dimensions: 8.4in. x 5.2in. x 0.6in. 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 customers 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 Parasuramans 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. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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