

Companies looking to make in today's crowded hightech battlefield need two primary element : a distinctive product and a powelful 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 speciifiically for hig-tech companies. Updated and revise to encompass everything from changing product strategies to Web-Based technologies, this forward thinking book provides page on market-tested stratigis and techniques that include :

- An in-depth examination of the market proven Core Strategies Vision (CSV) and Market Platform Plan (MPP) frameworks.
- Case studies examining 14 unique differetiation strategies-what worked, what didn't, and why
- 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 hightech leaders-and discover techniques to carve out your own area of expertise and success-with *Product Strategy for Hig Technology Companies*.

