

OLAF PLÖTNER | ROBERT E. SPEKMAN (EDS.)

BRINGING TECHNOLOGY TO MARKET

TRENDS
CASES
SOLUTIONS

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and technology

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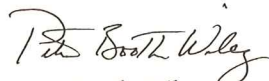
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OLAF PLÖTNER | ROBERT E. SPEKMAN (EDS.)

BRINGING TECHNOLOGY TO MARKET

"The book by Plötner and Spekman not only bridges the gap between technology and marketing, but also that between theory and practice. It is a must-read for B2B marketing scholars and practitioners."

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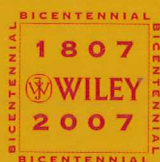
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