

## **Product Strategy for High Technology Companies**

Michael McGrath



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One of the key determinants of success for today's high-technology companies is product strategy?and this guide continues to be the only book on product strategy written specifically for the 21st century high-tech industry. More than 250 examples from technological leaders including IBM, Compaq, and Apple?plus a new focus on growth strategies and on Internet businesses?define how high-tech companies can use product strategy and product platform strategy for competitiveness, profitability, and growth in the Internet age.



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