

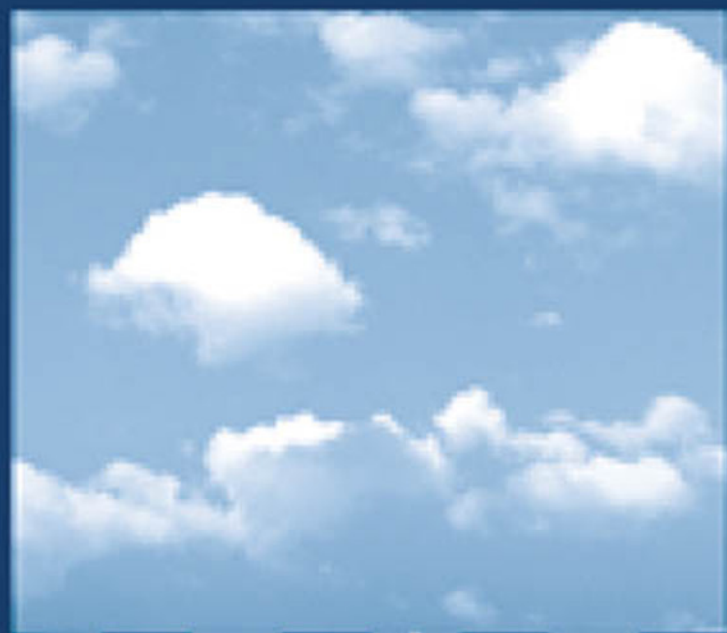
**Brought to You by**



**Like the book? Buy it!**

# Successful Marketing Strategy for High-Tech Firms

THIRD EDITION



Eric Viardot

# **Successful Marketing Strategy for High-Tech Firms**

**Third Edition**