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WHY MARKETING OF HIGH TECHNOLOGY DIFFERS FROM TRADITIONAL?

Marketing of high-technology combines basic marketing concepts (product, price, distribution, marketing communication and promotion pricing) with aspects that are unique to “new-to-the-world” products.

The main differences between the marketing environments of high-tech companies.

First, the prominent features of a high-tech enterprise outside the environment. Markets of high-tech products, as well as the technologies themselves are changing much faster and more unpredictable than in traditional industries. This has a direct impact on both the content of marketing of high-tech enterprises, and the nature of such enterprises, as well as interested parties such as investors, creditors, representatives of the government.

Second, the different nature of high-tech enterprises to create added value. High-tech enterprises are characterized by higher risks of flexibility and unpredictability of the process of new knowledge.

Third, features are external and internal environments of high-tech enterprises determining the need for special management. Among the methods of control that are directly associated with the high-tech companies are, for example, knowledge management, management, use of adaptive organizational structures. A separate major problem is to assess the intellectual property of high-tech enterprises. Significant features are modern methods of funding, supply chain management, business - planning and personnel management at high-tech enterprises.

So, marketing of high-tech is vastly different than marketing of a consumer product that carries little or no risk. In the risky world of high tech, the customer will not rely on the word of the provider. The customer's decision making process is based on finding objective information from reliable sources, something the vendor cannot provide.