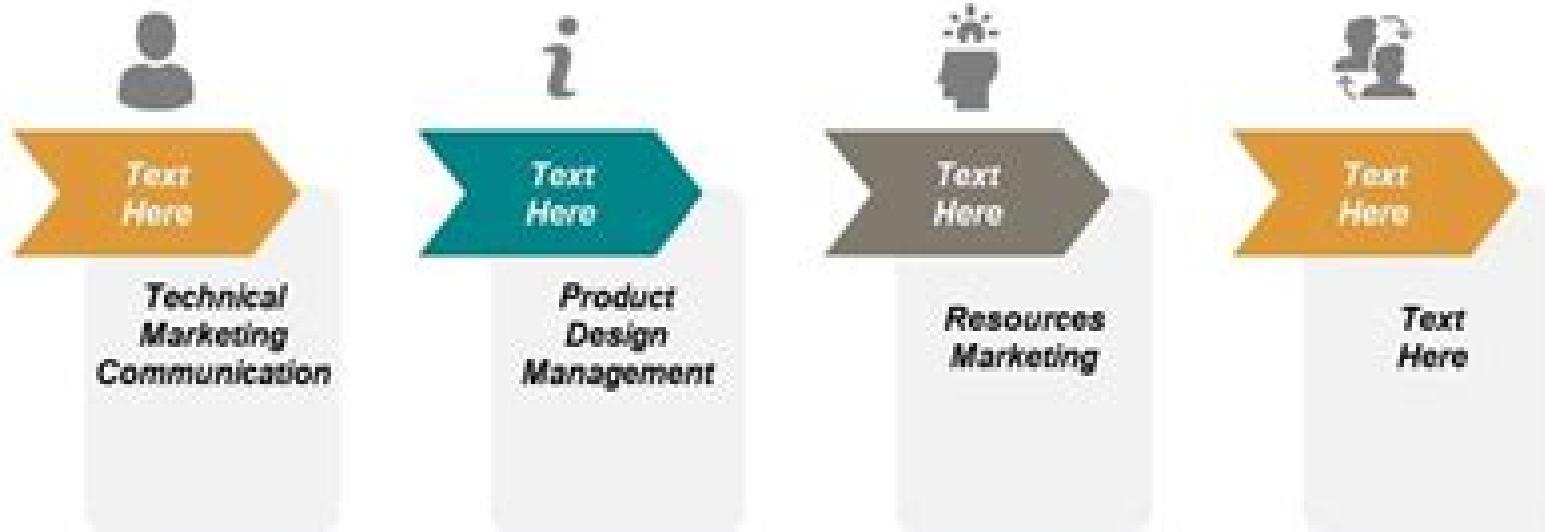


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# Technical Marketing Communication

**Michael Hülsmann, Nicole Pfeffermann**

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**Technical Marketing Communication** Joseph K. Hansen, 2003 **Marketing of High-technology Products and Innovations** Jakki J. Mohr, Sanjit Sengupta, Stanley F. Slater, 2010 This title provides a thorough overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts.

**The Routledge Handbook of Ethics in Technical and Professional Communication** Derek G. Ross, 2025-03-06. Featuring specially commissioned chapters from scholars and practitioners across the field, this handbook serves as a touchstone for those who wish to do ethical technical and professional communication in its myriad forms. Offering an overview of what ethics in technical and professional communication looks like, what being ethical entails and what it means to do ethical work, this handbook is divided into five interrelated parts and an Afterword. Why Ethics? Foundations: What Are Ethics and How Do They Fit into Technical and Professional Communication? Local Application: What Does Being Ethical Mean to the Individual? Institutional Application: What Does Being Ethical Mean at the Institutional Level? The Future of Ethics in Technical Communication: What Happens Next? The first of its kind, this accessibly written handbook explores descriptive, normative, applied and meta ethics. It will be an indispensable resource for researchers and students in the fields of Technical and Professional Communication, Writing Studies, Rhetoric and Design.

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**Communications** John Egan,2019-12-28 John Egan draws on both his industry and academic background to explain the why as well as the how of marketing communications The book takes an industry driven approach which provides all the theories in the context of application and from a real world perspective It also uses accessible straight forward language and all content is supported by a collection of learning features New to this edition New chapters on Digital Marketing and Analytics and Social Media Marketing Strong focus on marketing communications analytics Update of examples case studies and references Online resources for both instructors and students complement the book These include PowerPoint slides an Instructors manual MCQ s with answers for instructors a glossary flashcards links to relevant websites and videos Suitable for marketing students taking a Marketing Communications module as part of their Marketing degree **Strategies and**

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