Strategies and trends for commercialization and marketing of high technologies
Case study: Nanotechnology in Iran

The paper starts by a literature study on technology and its comparison with commercialization product commercialization definition that is a more common concept. On the next sections we have a review on high technology concept and high technologies marketing without any focus on classic marketing theories and only sufficing to list their differentiations with high-tech products marketing. Then we have a review on concept of newness in products and their market shares and after that we look at process of new products development. We continue by presenting a general technology strategy and determining which part are related to technology commercialization and after studying products marketing strategy we start our case study high-tech about nanotechnology in Iran and we describe some solutions for Iran and countries like Iran for reaching the success in commercialization and marketing of products. high-tech Finally, we fell in to a conclusion that developing countries technology systems need a complete problem diagnosis in all three stages of technology, technology commercialization and technology marketing and we proposed some topics for further studies.

کلمات کلیدی:
high-tech products, commercialization, technology marketing, strategy, nanotechnology

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