



Transforming New Technologies into Cash Flow: Creating Market-Focused Strategic Paths for Business-to-Business Companies

J David Lichtenthal, Roger More

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Create market-focused strategies that make maximum use of your company's technologies

What separates the best from the rest among professional managers? The ability to constantly create, rethink, and revamp strategies by creating and applying powerful new concepts. But a major problem for managers in technology-intensive companies is how to successfully integrate their choice of technologies into competitive market strategies. *Transforming New Technologies into Cash Flow* develops and applies a simple but powerful new set of concepts to help managers in technology-intensive companies integrate their technology choices with marketing strategies that drive profits high and keep cash flowing.

This unique book helps managers map and plan new strategic paths that successfully integrate bundles of technologies, product functionalities, end-user segments, and market networks to create market-focused strategies and competitive differentiation. The book uses case examples and provides a "Management Application Toolkit" of simple and tested maps, worksheets, and interactive cash flow spreadsheets to connect strategic path choices to long-term net cash flow that results in real financial success.

Transforming New Technologies into Cash Flow examines:

- a management process perspective
- the importance of creating market focus
- strategic paths; integrating technology choices
- organizing management teams around strategic paths
- major management problems with new technologies
- strategic path mapping, analysis, and integration
- managing the technology development and adoption processes
- integrating strategic path bundles: managing transformation processes
- creating powerful competitive differentiation
- creating "hot" zones on strategic paths
- driving cash flow with strategic paths
- the critical role of pricing
- and much more!

Transforming New Technologies into Cash Flow is an essential professional resource for senior and middle multifunction managers in technology-intensive companies, technical, R&D, and engineering managers, and managers in executive education workshops. This book is part of The Foundation Series in Business Marketing, which also includes *Fundamentals of Business Marketing Research* and *Fundamentals of Business Marketing Education: A Guide for University-Level Faculty and Policymakers* (Series Senior Editor: J. David Lichtenthal, PhD, MBA, Zicklin School, Baruch College, City University of New York).

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