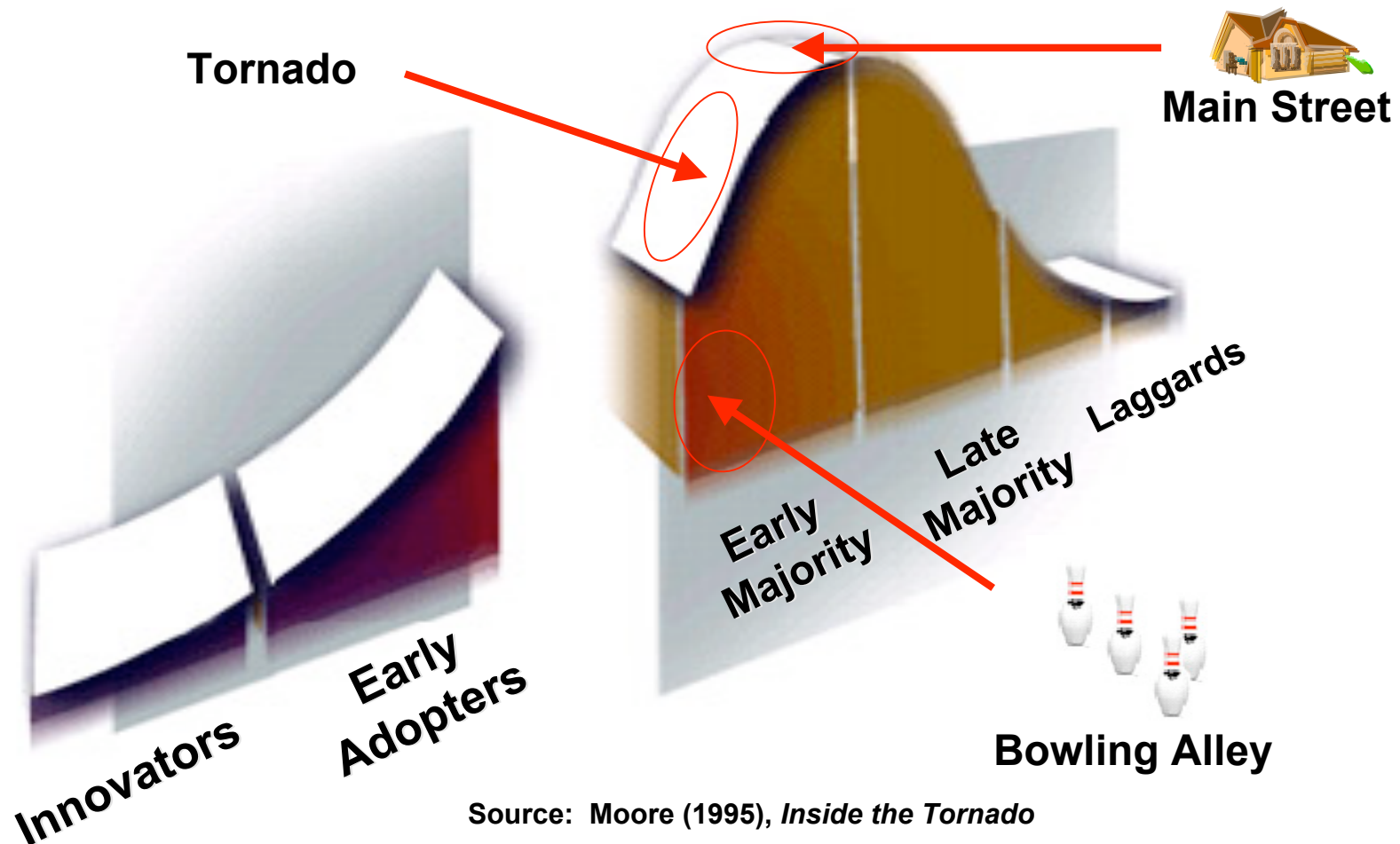


Entrepreneurial Marketing: What Can We Learn From Documentum Case?

Most Famous Model ... Geoff Moore's “Technology Adoption Life Cycle”



Closing Comments

1. Another chance to examine “entrepreneurial marketing” as an important bridge between R&D and sales in a high-potential technology venture.
2. Marketing strategy and organizations must adapt over time as technologies move through their adoption cycle. Documentum is one of the few “documented” cases available to capture the issues of CTC theory.
3. A terrific opportunity to see challenges of choosing between a horizontal (platform, standards, etc.) strategy versus a vertical (industry-specific, focused, etc.) strategy.
4. Case gives a chance to appreciate what it takes to actually implement a CTC strategy.