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## Industrial Marketing Management

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### Technological teaming as a marketing strategy

David J. Good <sup>a</sup> ... Roberta J. Schultz <sup>b</sup>

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#### Abstract

The use of information technology offers industrial marketers considerable potential for cultivating strategic advantages. This article investigates the concept of "technological teaming," where information technology is coupled with an emerging marketplace strategy, marketing teams. The managerial implications for industrial marketers adopting this approach are also presented.



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