

CUSTOMER-ORIENTED APPROACH IN NEW PRODUCT ASSIMILATION – ESSENTIAL REQUIREMENT FOR THE MARKET OF HIGH-TECH PRODUCTS

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Abstract: *From the marketing perspective, the consumer represents the core element on the market of high-tech products, the element according to which the most important decisions are taken in the producer company. Although the new created product meets the highest performance criteria, the consumer is actually the one who decides what will happen with the product, its acceptance or rejection on the market.*

Key words: *innovation, process of adoption, launch, consumer product, high-tech.*

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