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Abstract
High-tech industry is facing rapid and unstable changes, which includes rapid product life cycles and duplications by competitors. The high similarities in product functions thus lead to customers' becoming more circumspect in choosing high-tech products. So besides concentrating on the R&D, high-tech industry needs to set up a system of effective brand strategy to get away from the old situation of original equipment manufacturing/ original design manufacturing（OEM/ODM）. This study aims at how high-tech industry develops, maintains, and manages brand strategy based on the characteristics of high-tech products.

The study views brand strategy as one part of the whole enterprise strategies. The first is to consider how the outer and inner marketing environments affect the construction of the brand strategy. The second is to study the process of the brand strategy. As the brand style is set, integrated marketing communications would be the key point to maintain the brand strategy and long relationship among customers and brands. The final part is what should be devoted to the brand strengthening and protecting.

This study adopts multi-case study method to obtain stable and generalizability conclusions. They are 1. The key to the success of the high-tech product marketing lies in the sharp insight of the trend of the customers' needs. 2. Innovation is the way that high-tech industry must adopt. 3. High-tech industry's moderating OEM/ODM can help in original brand manufacturing（OBM）. 4. The characteristics of tech products are helpful in brand marketing. 5. The correct brand position of tech products is helpful in developing the values for brands. 6.The view of whole service can strengthen the brand management.
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