



Business to Business Marketing

By Robert Vitale, Waldemar Pfoertsch, Joseph Giglierano

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A foundation in business-to-business marketing that emphasizes the dynamics of the marketplace.

Written from a highly practical perspective, *Business to Business Marketing* aims to help readers with limited marketing experience understand the concepts in business-to-business marketing. Overall, this text emphasizes the dynamic realities of the marketplace while reinforcing the most important principles and practices that readers need to know.

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Editorial Review

From the Back Cover

Written from a highly practical perspective, "Business to Business Marketing" aims to help students with limited marketing experience understand the concepts in business-to-business marketing.

Introduction to Business to Business Marketing; Business to Business Environment; Customers, Organizations, and Markets; Organizational Buying and Buyer Behavior; The Legal and Regulatory Environment; Concepts and Context of Business Strategy; Market Research and Competitive Analysis; Segmenting, Targeting, and Positioning; Developing the Product, Service, and Value of The Offering; Innovation and Competitiveness; Pricing in Business to Business Marketing; Business Development and Planning; Business to Business Selling Developing and Managing the Customer Relationship; Business to Business Branding Creating and Fostering the Brand; Channel Relationships and Supply Chains; Communicating with the Market; Business Ethics and Crisis Management Case Studies

For those interested in understanding business-to-business marketing.

Users Review

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Willie Hodges:

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