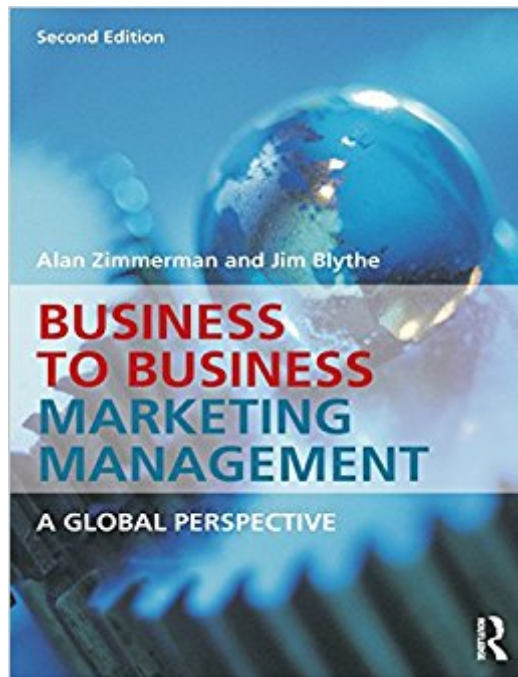




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Business To Business Marketing Management: A Global Perspective



Synopsis

Business to business markets are considerably more challenging than consumer markets and demand specific skills from marketers. Buyers, with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer. The products themselves may be highly complex, often requiring a sophisticated buyer to understand them. Increasingly, B2B relationships are conducted in a global context. However all textbooks are region-specific – except this one. This textbook takes a global viewpoint, with an international author team and cases from across the globe. Other unique features of this excellent textbook include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics early in the text; detailed review of global B2B services marketing, trade shows and market research; This new edition has been completely rewritten, and features expanded sections on globalisation and purchasing, plus brand new sections on social media marketing and intellectual property. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. At the same time, it's comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge.

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'The new edition of Business-to-Business Marketing Management looks at the business-to-business aspects of marketing in a broad contemporary context grounding our understanding of industrial marketing as it relates to ethics and organizing for effectiveness. Practical, real world and

contemporary examples are illustrated throughout using talking points and cases which support the application of theory in practice and effective usage of the text in a classroom environment.' Conor Horan, Senior Lecturer in Marketing, Dublin Institute of Technology, Dublin, Ireland. 'This book is comprehensive in its coverage, well organised and easy to read. The range of up to date talking points, examples and case studies demonstrate the application of theory in real life B2B context.' Dr Sheena Leek, Birmingham Business School, UK "This book fills a unique niche in the marketing curriculum -- combining B2B and international marketing in a very engaging way. Up-to-date, from ethics to the internet and social media. Liberally sprinkled with examples and cases, based on research and grounded in practicalities, a great text for institutions with a view towards globalization of the marketing curriculum." Dennis Sandler, Associate Professor of Marketing, Lubin School of Business, USA

Professor Alan Zimmerman is Professor and Area Co-ordinator for the International Business (IB) program at City University of New York, College of Staten Island, New York, USA Jim Blythe is Professor of Marketing at Westminster University and Visiting Professor at Plymouth Business School, UK

Just what I needed for class. This book is probably the best of the b to b books because it give an international aspect.

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