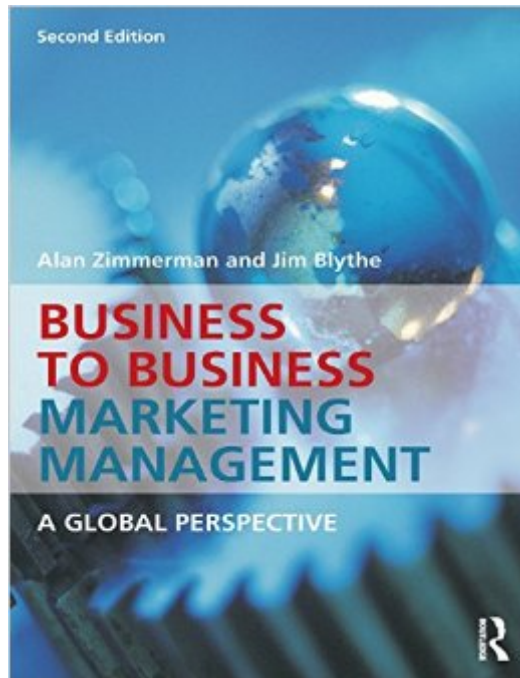


The book was found

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.

Book Information

Paperback: 528 pages

Publisher: Routledge; 2 edition (May 5, 2013)

Language: English

ISBN-10: 0415537037

ISBN-13: 978-0415537032

Product Dimensions: 7.4 x 1.1 x 9.7 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (1 customer review)

Best Sellers Rank: #1,074,427 in Books (See Top 100 in Books) #316 in Books > Business & Money > International > Global Marketing #1170 in Books > Textbooks > Business & Finance > Marketing #3193 in Books > Textbooks > Business & Finance > Management

Customer Reviews

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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