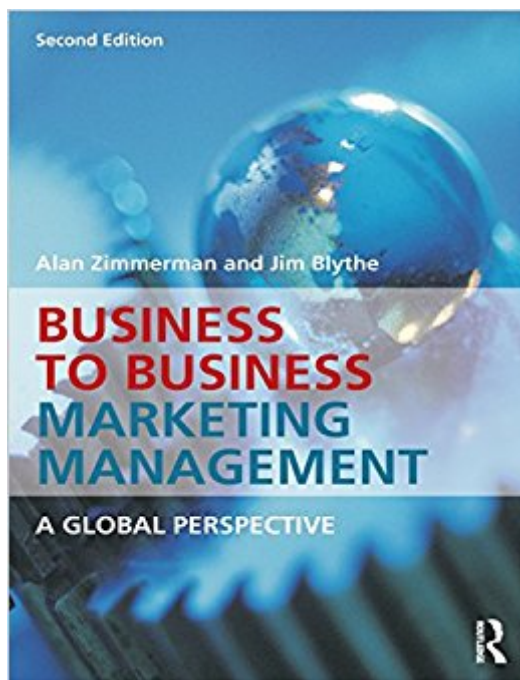


The book was found

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-specificâ 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 1 customer review

Best Sellers Rank: #233,707 in Books (See Top 100 in Books) #83 inÂ Books > Business & Money > International > Global Marketing #434 inÂ Books > Textbooks > Business & Finance > Marketing #1008 inÂ Books > Textbooks > Business & Finance > Management

Customer Reviews

'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.

[Download to continue reading...](#)

Draw in Perspective: Step by Step, Learn Easily How to Draw in Perspective (Drawing in Perspective, Perspective Drawing, How to Draw 3D, Drawing 3D, Learn to Draw 3D, Learn to Draw in Perspective) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Business to Business Marketing Management: A Global Perspective Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks

Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns The Pareto Principle for Business Management: Expand your business with the 80/20 rule (Management & Marketing Book 15) Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)