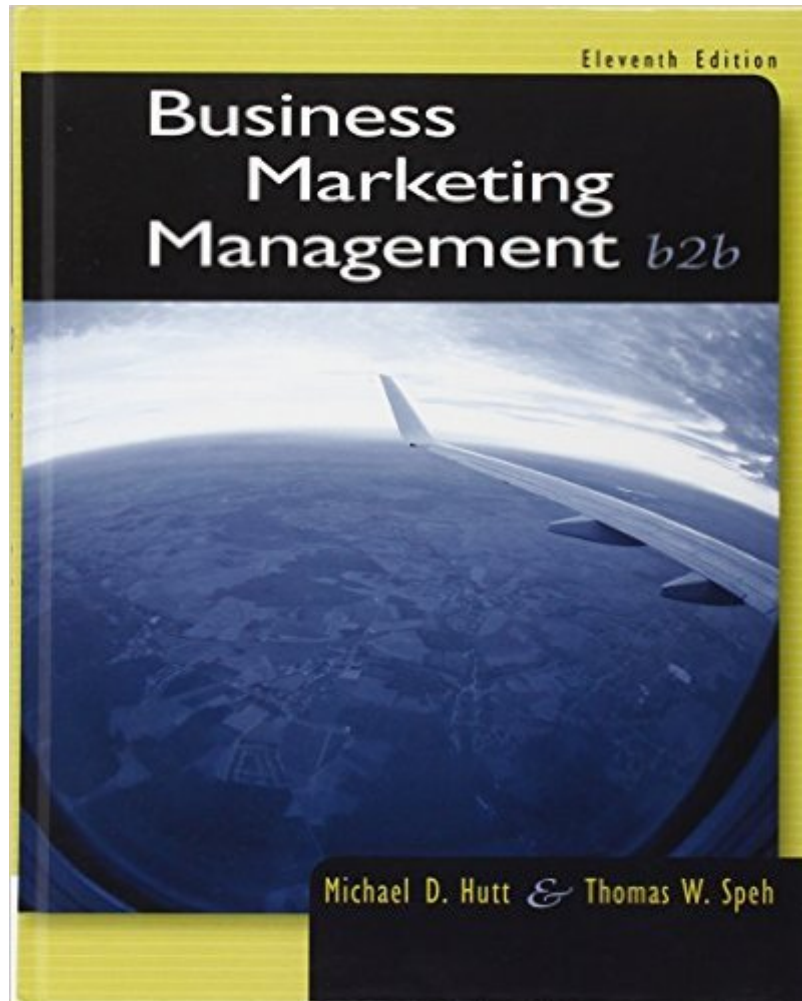


The book was found

Business Marketing Management: B2B



Synopsis

Reflecting the latest trends and issues, market-leading BUSINESS MARKETING MANAGEMENT: B2B, 11e delivers comprehensive, cutting-edge coverage that equips readers with a solid understanding of today's fast-paced B2B market. Highlighting the similarities--and emphasizing the differences--between consumer goods and B2B marketing, this proven text focuses on market analysis, organizational buying behavior, relationship management, and the ensuing adjustments required in the marketing strategy elements used to reach organizational customers. Its managerial approach ties chapter concepts directly to real-world decision making. The new edition also includes additional emphasis on automated B2B practices and the impact of the Internet.

Book Information

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Customer Reviews

Very dry and dated information. I did not enjoy the layout, tone, or flow of the book. Words were repeated multiple times in multiple sentences. There were many unclear ideas and themes that were too dull and lackluster. No passion throughout the book in the topic of B2B. As a student I look for a text book to bring some sort of excitement to the topic...this brought none. This book is the epitome of a middle aged, balding, monotonous toned professor that never makes eye contact with his students during a lecture. I hope more professors shy away from having students read this book.

Easy to read and understand concepts regarding being a marketer. Provides a solid introduction into performing in the business to business market. Definitely worth buying.

I have no complains at all. I am an international student and this book is required for one of my classes. Fast delivery, good condition, good price. Everything was just fine and dandy.

B2B marketing is larger and larger now. I think this book tells you how to deal with business market and specific situation

I rate this book a 4 star reason being it does not have a glossary, otherwise a very good text book.

Good read

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