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Business marketing management; B2B, 11th ed. Hutt, Michael D. and Thomas W. Speh. Hutt (marketing, Arizona State U.) and Speh (marketing, Miami U.) provide business students with a textbook on business-to-business marketing. The text highlights similarities to consumer-goods marketing and explores their differences, particularly discussing market analysis, organizational buying behavior, customer relationship management, supply chain management, and the adjustments needed in the marketing ...

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B2B marketing, in principle, follows similar marketing tactics as those used by B2C marketers. Yet, it is much more difficult to achieve the same results with B2B marketing. The main challenge that B2B marketers face is convincing decision-makers from other companies to choose their products or services.

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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 dynamic 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 includes additional emphasis on automated B2B practices and the impact of the Internet. A well-balanced mix of cases equips students with a variety of hands-on applications. With its complete and timely treatment of business marketing, BUSINESS MARKETING MANAGEMENT minimizes the overlap with other marketing courses. It is an excellent text for undergraduate as well as MBA-level courses. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

"Reflecting the latest trends and issues, the new Europe, Middle East & Africa Edition of Business Marketing Management: B2B delivers comprehensive, cutting-edge coverage that equips students with a solid understanding of today's dynamic B2B market. The similarities and differences between consumer and business markets are clearly highlighted and there is an additional emphasis on automated B2B practices and the impact of the Internet."--Cengage website.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Through the presentation of the Ten Fundamental Principles of Personal Finance, this text empowers students with the knowledge they need to successfully make and carry out a plan for their own financial future.

The first book devoted entirely to B2B social marketing B2B markets are fundamentally different from consumer markets. Decisions are made on value, not impulse. Buying cycles are complex, often with many stakeholders involved. Relationships and support are critical. Bet-the-business decisions demand discipline, knowledge, and lots of information. This hands-on guide covers topics unique to this segment, including cost justification, prospecting and lead generation, matching tools to the sales funnel, building, B2B search engine optimization, social media monitoring, social media policy development, long-term client relationships, gaining stakeholder support, building a more transparent organization, and what's coming next. Features plentiful examples, case studies, and best practices Focuses on the channels that are most effective for B2B marketers Builds on the authors' more than 30 years of combined experience in the new media/social media space, as well as two previous successful books Leverage the vast business-to-business potential of Facebook, LinkedIn, Twitter, and many other social media platforms today with Social Marketing to the Business Customer!

Principles of Marketing, helps students understand how to create value, build customer relationshipsand master key marketing challenges. The the8th Edition has been thoroughly revised to reflect the major trends impacting contemporary marketing. Packed withexamples illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability--the text will help students explore and understand the vital importance of IT's role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information. Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to reinforce material in a way that few texts can.

This book provides knowledge and skill-building training exercises in managing marketing decisions in business-to-business (B2B) contexts.

In this latest edition of Sales Force Management, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, increasing the book's reputation globally as the leading textbook in the field. The authors have strengthened the focus on managing the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics. It's a contemporary classic, fully updated for modern sales management practice. Pedagogical features include: Engaging breakout questions designed to spark lively discussion Leadership challenge assignments and mini-cases to help students understand and apply the principles they have learned in the classroom Leadership, Innovation, and Technology boxes that simulate real-world challenges faced by salespeople and their managers New Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Plays that enable students to learn by doing A selection of comprehensive sales management cases on the companion website A companion website features an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors.

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