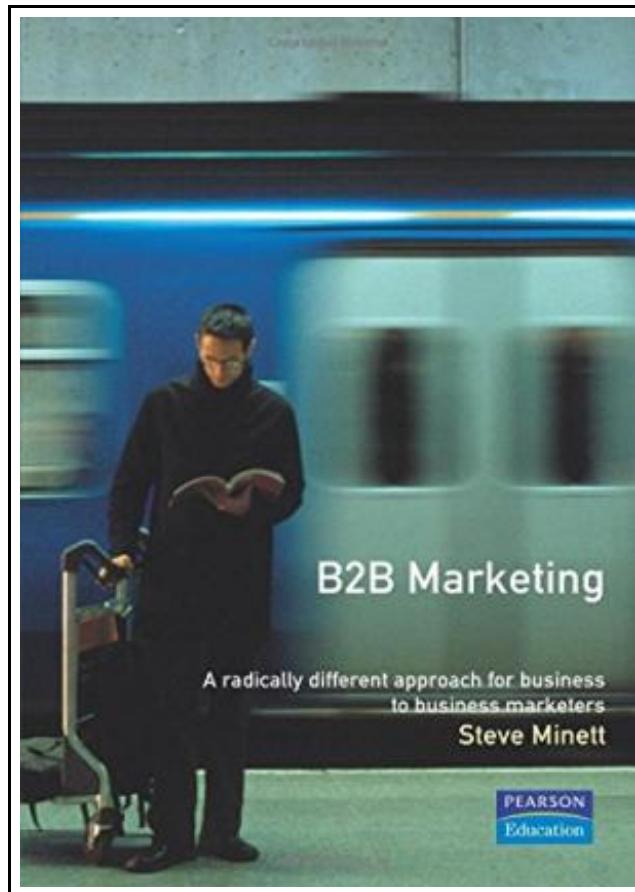


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Pearson Education Limited, United Kingdom, 2001. Paperback. Book Condition: New. 241 x 163 mm. Language: English Brand New Book ***** Print on Demand *****. What do you think will impress a potential business customer most? A slick marketing pitch or a concrete example of how your products or services have helped genuine businesses make real money? Here is a radically different approach for business-to-business marketers, based on proof not promises. Business customers and traditional consumers do not buy the same way; they are driven by different impulses and respond to different approaches. Business buyers behave differently and it's time we marketed to them differently. B2B and B2C marketing satisfy their respective customers needs and wants in different ways. B2B product development is driven by technological progress, B2C driven by fashion and trends. B2B purchases are often a considered, group decision while B2C purchases are personal and more impulsive. Here, for the first time, is a definitive guide to B2B marketing to help you adopt a more targeted approach to getting better results with business customers. B2B marketing requires a new set of strategies and tools, and business is looking for a new breed of B2B marketer. This book will give you the essential know-how to becoming a successful B2B marketer. Combining insight and practical advice, the book explores: - the basics of B2B marketing - fundamental differences between B2B and consumer marketing in terms of product development and purchasing behavior - how these differences affect branding and communications in B2B marketing - strategy models and actual practice, based on interviews with prominent, world-wide B2B practitioners. The book contains 9 maxi-cases, specifically written for the book, about how some B2B companies have actually been practising Case-Based marketing, in areas such as strategy, branding and e-Business. These cases described the practise of...

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