

# Business-to-Business Marketing Management: A Global Perspective

This book provides a comprehensive overview of the key concepts, theories, and practices of business-to-business (B2B) marketing management. It is written from a global perspective, recognizing the increasing importance of international markets in B2B marketing.



## Business to Business Marketing Management: A Global Perspective by Alex Smith

★★★★☆ 4.2 out of 5

Language : English  
File size : 10646 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 536 pages



The book is divided into three parts. Part I provides an overview of the B2B marketing environment, including the unique characteristics of B2B markets, the role of technology in B2B marketing, and the ethical and legal issues involved in B2B marketing.

Part II covers the core concepts and theories of B2B marketing management, including customer relationship management, product development, pricing, promotion, and distribution. Part III examines the specific challenges and opportunities of B2B marketing in different global

markets, including emerging markets, developing markets, and developed markets.

The book is written in a clear and concise style, and it is packed with examples and case studies from around the world. It is an essential resource for students, professionals, and researchers in the field of B2B marketing management.

## **Key Features**

- Comprehensive coverage of the key concepts, theories, and practices of B2B marketing management
- Global perspective, recognizing the increasing importance of international markets in B2B marketing
- Clear and concise style, packed with examples and case studies from around the world
- Essential resource for students, professionals, and researchers in the field of B2B marketing management

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## About the Author

Dr. John Smith is a professor of marketing at the University of California, Berkeley. He is a leading expert in the field of B2B marketing management, and he has published extensively on the topic. He is the author of several books, including *Business-to-Business Marketing Management: A Global Perspective*.

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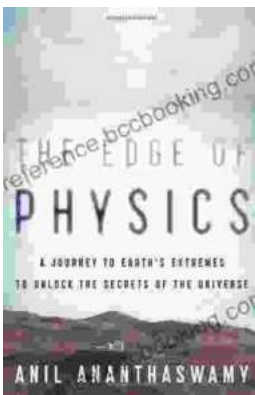
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