

“ The Handbook Reference for BtoB Marketing ”

“Business to Business Marketing” is the reference handbook for years in the French speaking countries. It encompasses the diverse BtoB contexts and combines the most recent academic research to the best business practices. Hence it is an operational guide to better adapt the marketing techniques and tools to professional targets. Written by experts, **Business to Business Marketing provides all the steps of the Marketing Approach in an exhaustive and operational way:**

- **The “surveys marketing”** (market watch, innovation management, segmentation)
- **The “strategy marketing”** (positioning, marketing plan and strategic matrices)
- **The “operational marketing”** dealing with the **elaboration of the offering** (innovative product/service, pricing, sales management), and its **valorization** (communication, lobbying, networking).

Moreover this book is enhancing the increasing role played by the final user in the BtoB value chain. Beside **the direct customer organization**, three other target types are to be taken into account:

- **The employees** of the customer organization – B to B to Employee (BtoBtoE)
- **The consumers** of the customer organization – B to B to Consumer (BtoBtoC)
- **The users** of the customer organization (energy, transportation utilities, administration...) – B to Administration to User (BtoAtoU).

In the business context, customers and diverse stakeholders as well might be targeted, especially in project marketing environment, and complex selling processes, both in terms of relational and transactional activities. Additionally, the recent trends in e-communication are developed, including the use of Internet and Social Medias.

Pedagogically oriented, the book is user-friendly, based on numerous examples and business cases, from different sectors and companies (IT, telecom, building industry, aeronautics, catering, car equipment, consultancy, etc.). It presents a lot of visual illustrations. Each chapter encompasses **questions and a dedicated business case**, delivering an efficient and attractive handbook.

Key features

- 1 The book is pedagogically oriented. It is based on numerous examples and business cases
- 2 It is the reference handbook for years in the French speaking countries
- 3 It presents a lot of visual illustrations
- 4 Examples are from different sectors and companies (IT, telecom, building industry, aeronautics, catering, car equipment, consultancy...)
- 5 Each chapter encompasses questions and a dedicated business case



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Target: students in Management Schools and Universities, Engineering Schools, Managers in Industrial Product and Services Companies.
Programmes: BtoB marketing, Industrial Marketing, Project Marketing, Business Marketing, BtoB Communication, Purchasing Behaviour, Segmentation/Positioning, Surveys.
Levels: Executive MBA, MBA, Master 2 in marketing/communication/Sale of products and services BtoB, 2nd and 3rd year of Schools and Universities, masters, academic and executive programmes.



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BUSINESS TO BUSINESS MARKETING



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BUSINESS TO BUSINESS MARKETING

FROM INDUSTRIAL TO BUSINESS MARKETING

Adaptation from 5th French Edition



de boeck

ISBN : 978-2-8041-8267-0



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