

Chapter 1: Introduction to Business-to-Business Marketing

Meeting the needs of the organization: one big happy family?

Chapter 2: How Business Organizations Buy

Bribes and gifts – where is the dividing line?

Chapter 3: Strategic Planning for Global Business Markets

Mission, vision and objectives: rhetoric or reality?

Chapter 4: Market Research

Qualitative versus Quantitative Research: Which is the truer science?

Chapter 5: Segmentation, Targeting and Positioning

Segmentation: good use of resources, or turning business away?

Chapter 6: Market Entry

Paying for Control: Market entry methods in mature economies.

Chapter 7: Product Strategy and Product Development

Defining newness: when is a new product not a new product?

Chapter 8: Services for Business Markets

Adding value: services and competitive advantage.

Chapter 9: Pricing

Differential pricing: rip-off or realism?

Chapter 10: Supply Chain Management

Distribution strategy – or distribution as strategy?

Chapter 11: Managing Distribution Channels

Cutting out the middle man: the role of the Internet.

Chapter 12: Business-to-Business Marketing Communications

Telling and selling – the magic bullet.

Chapter 13: Customer Relationships and Key-Account Management

Business relationships: marriage or seduction?

Chapter 14: Sales Promotion, Exhibitions and Trade Fairs

Exhibitions as communication: a dialogue of the deaf?

Chapter 15: Corporate Reputation Management

Spin or truth – the role of corporate reputation management.

Chapter 17: Organizing for Maximum Effectiveness

Command or persuade – changing the organization.

Chapter 18: Ethical Considerations for Business Marketers

Invisible hand or hand of management?

Chapter 19: The Future of Business Marketing

Globalization – efficiency or grey goo?