

### **Chapter 1: Introduction to Business-to-Business Marketing**

Enter 'trade journals' into Google or any other search engine. How many results come up? Of the first twenty results, how many are duplicates? How do you account for this? Now try the same thing, but enter 'consumer magazines' into the search engine. How do you account for the differences between the two searches?

### **Chapter 2: How Business Organizations Buy**

Visit the following websites:

[www.qsl-uk.com](http://www.qsl-uk.com)

[www.statistics.gov.uk/pdftdir/e-com1104.pdf](http://www.statistics.gov.uk/pdftdir/e-com1104.pdf)

How might these organizations help someone wishing to sell in a business-to-business environment? What do they tell us about buyer behavior? Which site would be of most use to a B2B company?

### **Chapter 3: Strategic Planning for Global Business Markets**

Visit the websites for Marks and Spencer, Boots, Sears and JC Penney. Find their mission statements, goals, vision statements and/or value statements. What do they have in common? What is different about them? Each of these stores has a trading history of at least 100 years – how has their original mission stood the test of time? What differences are there (if any) between the American stores and the British ones?

### **Chapter 4: Market Research**

Using the websites in Table 4.3, and such other sites as may be available, assess the market for mining equipment in South America. How big might the market be? What types of mining are carried out? Which countries are the ones that would be best to target?

### **Chapter 5: Segmentation, Targeting and Positioning**

Visit [www.ibm.com](http://www.ibm.com). How does IBM segment its market? How might the segmentation be improved? What differences are there when IBM does business elsewhere in the world?

### **Chapter Six: Market Entry**

Enter 'manufacturer's agents' into your search engine. What are the main characteristics of agents being offered/sought? What is the main motivation for seeking an agent? What benefits are agents offering to prospective clients?

## **Chapter Seven: Product Strategy and Product Development**

Visit the following websites: <http://www.ars1.com/mcaalert.asp>  
<http://www.sony.net/Products/ISP/pdf/catalog/2003/XCSTEpdf.pdf>  
<http://www.jamesway.com/OEM%20Spare%20Parts.htm>

What do these websites have in common? In what ways do they differ? How does the promotion of components in this way help the manufacturer, considering that most OEMs will want to specify their own components for their own products?

## **Chapter 8: Services for Business Markets**

Visit the following websites:

<http://www.cbiz.com/Default.asp?bhcp=1>  
<http://smallbusiness.yahoo.com/>  
<http://www.cort1.com/>

What do these organizations have in common? How effective are their websites in promoting their businesses? What could they learn from each other about website design?

## **Chapter 9: Pricing**

Research the prices of Toshiba laptop computers in different countries. How do you account for the price differentials?

## **Chapter 10: Supply Chain Management**

Locate manufacturer's agents for electronic components in the United States. How would you distinguish between them, based on their websites? Which would you think is likely to be the most effective for selling (say) circuit boards?

## **Chapter 11: Managing Distribution Channels**

Visit the following websites: <http://www.natlfrtlogistics.com/> [http://www.stinnes-freight-logistics.de/index\\_en/](http://www.stinnes-freight-logistics.de/index_en/) <http://www.spoornet.co.za/contentPortal/htmlLoader.jsp>  
<http://www.indiamart.com/freight-forwarding-india/>

All of these sites use the terms 'logistics' and 'freight logistics'. Which of them do you think is really offering a logistics service? Which is not? If not, what are they offering?

## **Chapter 12: Business-to-Business Marketing Communications**

Visit the website [http://www.b2btoday.com/bb/B2B\\_Advertising\\_and\\_Marketing/](http://www.b2btoday.com/bb/B2B_Advertising_and_Marketing/)

How might an exporter use this website to develop a campaign? What do the hyperlinks tell you about the B2B communications market?

### **Chapter 13: Customer Relationships and Key-Account Management**

Visit this website: <http://www.saleswork.co.uk/> . Check the job descriptions and salaries. What do these jobs have in common? Where do they differ? How do you account for the differences in salary and salary structure?

### **Chapter 14: Sales Promotion, Exhibitions and Trade Fairs**

Visit <http://www.reedexpo.com/> . Reading this website, how realistic do you think Reed are being in talking about bringing buyers and sellers together? How might you redesign the website? What might attract visitors to go to Reed exhibitions? What might attract exhibitors? What responsibilities do facilitators such as Reed have in organizing and running exhibitions?

### **Chapter 15: Corporate Reputation Management**

Most Internet sites that mediate between large numbers of people use some form of reputation management system. Visit Amazon, e-bay, and Slashdot and identify the methods each uses for managing reputation. What controls (if any) does each place on contributor comment? What mechanisms does each have in place for reassuring potential customers? How might you explain these differences in approach?

### **Chapter 16: Marketing Planning, Implementation and Control**

Visit the following websites:

[planmagic.com/](http://planmagic.com/)

[www.jian.com/](http://www.jian.com/)

<http://www.globalise.com.au>

How useful do you think these ‘off-the-shelf’ planning systems might be? What advantages would they convey? What would be the main drawback of using these systems and organizations?

### **Chapter 17: Organizing for Maximum Effectiveness**

Find the story of the collapse of Enron. What was the role of organizational structure in the saga? Hundreds of people must have been involved in the shady dealings at Enron – so why did nobody act to stop it happening? Why were only the senior managers prosecuted?

### **Chapter 18: Ethical Considerations for Business Marketers**

Visit the following websites:

<http://www.accountability.org.uk/>

<http://www.ethicalcorp.com/>

<http://www.ethicalinvestor.com.au/>

How would you avoid falling foul of these organizations? How might you win their approval? What could you do if you were accused by them of unethical behaviour?

## **Chapter 19: The Future of Business Marketing**

Visit the following websites:

<http://www.thisismoney.com/>

[www.inlandrevenue.gov.uk/cgt/](http://www.inlandrevenue.gov.uk/cgt/)

<http://www.moneychimp.com/features/capgain.htm>

From these sites, can you deduce why investors prefer capital gain to dividends?