

1. Record Nr.	UNINA9910154651603321
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Titolo	Business-to-business marketing : a step-by-step guide / / Ray Wright
Pubbl/distr/stampa	Harlow, England : , : FT Prentice Hall, , [2004] ©2004
ISBN	1-5129-4123-9 1-280-56124-6 9786610561247 1-4058-7021-4
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiv, 522 paginas)
Disciplina	658.8
Soggetti	Industrial marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Incluye indice.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Business- to- Business Marketing: A Step-by-Step Guide offers the reader a clear, cogent understanding of this newly emerging and rapidly evolving sub-discipline. Ideal for college students, undergraduates and non-specialised postgraduates, as well as marketing practitioners, this book is designed specifically to explain the nuances of B2B marketing. With a wealth of local and global case studies, comparisons between B2B and B2C marketing and material linked questions, Business-to-Business Marketing: A Step-by-Step Guide, provides a comprehensive overview of an expansive sector to inspire the reader with confidence.