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Titolo	Business-to-Business Marketing Communications : Value and Efficiency Considerations in Recessionary Times // by Ioannis Rizomyliotis, Kleopatra Konstantoulaki, Ioannis Kostopoulos
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Soggetti	Advertising media planning Telemarketing Internet marketing Communication in organizations Strategic planning Leadership Technological innovations Media Planning Digital Marketing Corporate Communication Business Strategy and Leadership Innovation and Technology Management
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di contenuto	1. The Significance of Business-to-Business Marketing -- 2. Business-to-Business Marketing Communication During Recession -- 3. The Current Media Landscape in Business-to-Business Markets -- 4. Business-to-Business Print Ad Effectiveness: Some Empirical Evidence -- 5. Achieving Advertising Effectiveness Through Innovation -- 6. What is Next for Business-to-Business Marketing Communications?
Sommario/riassunto	This book addresses the rapidly changing Business-to-Business (B2B) marketing communication landscape, in particular the shrinking of

marketing budgets and the increasing demand for measurable results. Despite the rapid drop of print media usage, the authors suggest the need for increased accountability for the use of advertising media and highlight ways to boost effectiveness. The book provides a robust analysis of the current B2B environment along with a research-informed illustration of the future. Aiming to fill a gap in existing literature and offer new research findings, this study offers a comprehensive guide to assist practitioners in decision-making and a stimulating analysis of the B2B marketing communications landscape which will be of great interest to academics of marketing and communications.

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