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Titolo	Fundamentals of Business-to-Business Marketing : Mastering Business Markets // edited by Michael Kleinaltenkamp, Wulff Plinke, Ian Wilkinson, Ingmar Geiger
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Collana	Springer Texts in Business and Economics, , 2192-4333
Disciplina	658.8
Soggetti	Marketing Leadership Globalization Markets Business Strategy/Leadership Emerging Markets/Globalization
Lingua di pubblicazione	Inglese
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Nota di contenuto	The Market Process -- The Core Concept of Marketing Management -- Introduction to Business-to-Business Marketing -- Business Buying Behavior -- Procurement Policy -- Business Market Research.
Sommario/riassunto	This textbook gives a comprehensive overview of the key principles of business marketing. The reader will be introduced into methods and theories in order to understand business markets and marketing better. Not only are the principles of business marketing addressed, but also deep knowledge of organizational buying and market research on business markets. The book sets the stage for developing marketing programs for business markets in their different facets.