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Intelligence and Information"; "Types of Marketing Intelligence";
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System"; "Organizing Intelligence Work"; "Demand Analysis";
"Summary"; "Further Reading"; "Chapter 6: Selecting Business
Markets"; "An Overview of Business Market Selection"; "The Search
for Business Market Segments"; "Segmentation Approaches";
"Additional Issues in Segmentation"; "Summary"; "Further Reading";
"Chapter 7: Business Product Management"
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A Key Contextual Element"; "The Role of Quality"; "Product/Market
Choices"; "Global Considerations"; "New Product Development";
"Positioning"; "Branding"; "Summary"; "Further Reading";
"Chapter 8: Marketing of Services"; "Specific Characteristics of
Business Services"; "Marketing Implications of Services
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"After the Sale"; "Summary"; "Further Reading"; "Chapter 9: Pricing
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Competitors"; "Pricing Situations"; "Demand Concepts";
"Value/Quality/Price Relationships"; "Pricing the Product Line";
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Marketing Implications of E-Business"; "Pricing Implication";
"Developments of E-Business"; "Summary"; "Further Reading"
"Chapter 11: Business Marketing Communication: Personal Selling"
