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Nota di contenuto	Part I: Basics and Theories: A Good Base Is Half the Rent -- 1. The Big Picture: Why the Going Gets Tougher! -- 2. The B2B Marketing Ecosystem: Finding Your Way Through the World of Colorful B2B Terms! -- 3. The B2B Marketing Maturity Model: What the Route to the Goal Looks Like! -- 4. MarTech 8000: How to Survive in Jurassic Park of Dazzling Marketing Solutions -- Part II: Practical Concepts and Models: Applied Science from the Experts -- 5. B2B Marketing Strategy: Finding the Needle in the Haystack -- 6. The Marketing Canvas: A Template for Powerful Go to Market Strategies -- 7. To Brand or Not to Brand: An Introduction to B2B Branding -- 8. Marketing Automation: Defining the Organizational Framework -- 9. Marketing Automation: Exploring the Process Model for Implementation -- 10. Successful Lead Management: Nothing's Gonna Stop Us Now -- 11. Digital Lead Capturing at Trade Fairs: Understanding the Low-Cost Quick Win Generator -- 12. User Experience and Touchpoint Management: A Touchpoint Performance Management Toolkit for the Buyer Journey -- 13. Content Marketing Process: Embrace Art and Science -- 14. Contingency-Centric Content Management: Mastering Content Overload with Smart Content Marketing -- 15. Buyer-Centric Content Approach: Design Thinking to

Market to Humans in the B2B World -- 16. From Keywords to Contextual Frameworks: New Take on B2B SEO Enabling Next Level Content -- 17. Strategic Account-Based Marketing: How to Tame This Beast -- 18. Social Media in B2B: The New Kids on the Block -- 19. Social Selling in B2B: How to Get Jump Started -- 20. Corporate Influencing in B2B: Employees as Brand Ambassadors in Social Media -- 21. Digital Marketing in China: How B2B Companies Can Successfully Expand into the Chinese Market -- Part III: Case Studies and Showcases: Applied Success Featuring the Ambitious -- 22. Finding the Right Path: A B2B Marketing Journey SME Showcase -- 23. Digital Transformation in Shipping: The Hapag-LloydStory -- 24. Choosing the Right Marketing Automation Platform: A SME Success Story -- 25. How to Improve with a Strategic Lead Management: The Go-to-Market of Innovative Energy Solutions—Case Energy Industry -- 26. Marketing and Sales Excellence: A Practical Showcase for Organisations -- 27. Marketing and Sales Excellence: A Practical Showcase for Organisations -- 28. User Experience and Touchpoint Management: A Case Study for the Mechanical and Engineering Industry -- 29. Sales Channel Management: A Low-Cost Quick Win Showcase for External Salesforce Excellence -- 30. Central Business Intelligence: A Lean Development Process for SMEs -- 31. From Zero to Hero: B2C Practice as Revenue Generator in B2B -- 32. 365 Days B2B Marketing Turnaround: A Fact-Driven, Bullet-Proof Showcase Guide -- Part IV: Closing -- 33. What Did This Guidebook Present, and Where Does It Go from Here?.

Sommario/riassunto

This unique book comprehensively presents the current state of knowledge, theoretical and practical alike, in the field of business-to-business (B2B) marketing. More than 30 of the best and most recognized B2B marketers address the most relevant theoretical foundations, concepts, tried and tested approaches and models from entrepreneurial practice. Many of those concepts are published for the first time ever in this book. The book not only builds on the existing classic literature for industrial goods marketing but also – and much more importantly – finally closes the gap towards the rapidly growing ecosystem of modern B2B marketing terms, instruments, products, and topics. Technical terms such as Account-Based Marketing, Buyer Journey, ChatBots, Content AI, Marketing Automation, Marketing Canvas, Social Selling, Touchpoint Sensitivity Analysis, and Predictive Intelligence are explained and examined in detail, especially in terms of their applicability and implementation. The book as a whole reflects the B2B marketing journey so that the readers can directly connect the content to their own experience and use the book as a guide in their day-to-day work for years to come. .
