

1. Record Nr.	UNINA9910783910403321
Titolo	Business-to-business marketing practices in China [[electronic resource] /] / guest editor Brian Lowe
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2007
ISBN	1-280-84741-7 9786610847419 1-84663-379-6
Descrizione fisica	1 online resource (1 v.)
Collana	Journal of Business & Industrial Marketing ; ; 22, no. 2
Altri autori (Persone)	LoweBrian
Soggetti	Marketing - China Industrial marketing - China
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Sommario/riassunto	The quest for the greatest untapped business-to-business market on earth remains difficult and fraught with challenges.While some have succeeded,many have also failed.Why? This e-book seeks to answer this question. Written for academics,researchers and practitioners,we believe that the papers in this issue make valuable contributions toward,and provide substantive insights into successful business marketing practices in China.The articles that have contributed to this issue have covered topics like the role of morality in business, resourcing the Chinese telecommunication market,and using B2B marketing as away of increasing service revenue.