

1. Record Nr.	UNINA9910785413103321
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Titolo	Managing business marketing & sales [[electronic resource] ] : an international perspective // Per V. Jenster, H. Michael Hayes, & David E. Smith
Pubbl/distr/stampa	[Frederiksberg, Denmark], : Copenhagen Business School Press, 2005
ISBN	87-630-9967-5
Edizione	[1. ed.]
Descrizione fisica	1 online resource (299 p.)
Altri autori (Persone)	HayesH. Michael SmithDavid E
Soggetti	Marketing - Management Sales management Marketing planning & strategy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes bibliographical references.
Nota di contenuto	<p>""Managing Business Marketing &amp; Sales An International Perspective"";  ""Table of Contents""; ""Preface""; ""Our Objectives for the Book""; ""The Scope of the Book""; ""The Context of Business Marketing""; ""Features of the Book""; ""Acknowledgements""; ""Chapter 1: An Overview of Business Marketing""; ""The Nature of Business Marketing""; ""Business Marketing Strategy""; ""Business Markets""; ""Business Products and Services""; ""The Approach of the Book""; ""Summary""; ""Further Reading""; ""Chapter 2: Marketing Strategy and Planning""; ""Key Strategy Concepts""; ""Strategic Planning""  ""Strategy at Three Levels""""Corporate Strategy""; ""The Growth-Share Matrix""; ""Investment Priority Matrix""; ""Business Strategy""; ""Marketing Strategy""; ""Summary""; ""Further Reading""; ""Chapter 3: How Organizations Buy""; ""Buyer Behavior: An Overview""; ""Buyer Behavior: Analytical Frameworks""; ""Implications for Marketing""; ""Summary""; ""Further Reading""; ""Chapter 4: Strategic Analysis of an Industry""; ""Industry Analysis""; ""Approaches to Industry Analysis""; ""Conducting the Analysis""; ""Summary""; ""Further Reading""  ""Chapter 5: Business Marketing Intelligence: Analysis and Tools""""Intelligence and Information""; ""Types of Marketing Intelligence""; ""Intelligence Sources""; ""Establishing an Intelligence and Information</p>

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  
Characteristics"; "Productizing Services"; "Digitizing Services";  
"After the Sale"; "Summary"; "Further Reading"; "Chapter 9: Pricing  
Strategy for Business Markets"  
"The Economists' View of Price""The Marketers' View of Price";  
"The Firm's Costs"; "The Firm's Customers"; "The Firm's  
Competitors"; "Pricing Situations"; "Demand Concepts";  
"Value/Quality/Price Relationships"; "Pricing the Product Line";  
"Pricing when Distributors are Involved"; "Special Issues";  
"Summary"; "Further Reading"; "Chapter 10: E-Business Marketing";  
"Electronic Communications and Applications"; "The Business  
Marketing Implications of E-Business"; "Pricing Implication";  
"Developments of E-Business"; "Summary"; "Further Reading"  
"Chapter 11: Business Marketing Communication: Personal Selling"

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