

1. Record Nr.	UNINA9910796882403321
Titolo	Organizing marketing and sales : mastering contemporary B2B challenges / / edited by Per Andersson, Bjorn Axelsson, Christopher Rosenqvist, Stockholm School of Economics, Stockholm, Sweden
Pubbl/distr/stampa	Bingley : , : Emerald Publishing, , 2018
ISBN	1-78754-970-4 1-78754-968-2
Edizione	[First edition.]
Descrizione fisica	1 online resource (363 pages) : illustrations
Disciplina	658.8
Soggetti	Marketing Sales Business & Economics - Marketing - General Sales & marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contemporary developments and challenges in sales organizations: some observations / Bjorn Axelsson -- Marketing reorganization in a globalized market: the case of ABB Robotics / Per Andersson, Bjorn Axelsson, Kristoffer Jonsson and Ebba Laurin -- Marketing organization research and ideas revisited / Per Andersson -- Value-based selling in the service-dominated business landscape: creating, acting, and organizing to improve customer's profits / Bjorn Axelsson and Mats Vilgon -- Organizing for sales in VUCA contexts: the transformation process from products to solution sales / Ebba Laurin -- Business maneuvering: a dynamic view of B2B selling processes / Lars-Johan Age -- Organizational balancing: an integrated view of sales management / Lars-Johan Age -- The other side of the coin: on developments in procurement practices and their implications for sales / Bjorn Axelsson -- Successful and value-creating interplay between buyer and seller: organizing mutuality / Bjorn Axelsson -- Potential business improvements when utilizing CRM tools: and challenges in making it happen / Dariusz Osowski -- The next generation CRM tools: bridging the gaps between sales needs and CRM tools architecture / Sarah

Wikner -- Outside in-to capture in-betweens: organizing the sociotechnical embedding process of new technology / Min Tian -- Creating and delivering sustainable customer solutions: on organizing capabilities in the era of servitization / Lei Huang -- Marketing and sales in ambidextrous organizations: organizational challenges from digitalization? / Per Andersson, Ebba Laurin and Christopher Rosenqvist -- Toward a conceptual model for analyzing marketing reorganization and transition processes / Per Andersson, Christopher Roesnqvist, and Daniel Grenblad -- Organizing marketing and sales in a networked business world / Per Andersson and Bjorn Axelsson -- Brand orientation as a method to inspire, change culture, and lead the implementation of solutions business / Cecilia Cederlund -- Future studies of marketing and sales organization / Per Andersson, Bjorn Axelsson, and Christopher Rosenqvist.

Sommario/riassunto

Organizing Marketing and Sales offers case studies to demonstrate in detail the kinds of challenges faced by multinational, multiproduct firms. It also draws upon theoretical perspectives in order to examine contemporary challenges in marketing and sales organization.
