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""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""
""The Concept of Product""""The Product Line""; ""Buyer-Seller Relations: 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""
