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Nota di contenuto	Acknowledgements; 1An Introduction to Business Marketing; A Slice of Life - Bare Essentials; The Characteristics of Business Markets; Types of Organisational Customers; Types of Business Goods and Services; The Characteristics of B2B Marketing; B2B Marketing Mix; Introducing Perceived Value; The Importance of B2B Relationships; 2Business Products and Services; A Slice of Life - The Battle between Products and Services; Product Characteristics; Business Product Strategy; Business services; Service Processes; The Product-Service Spectrum; Product Life Cycle Technological Applications and the PLCStrategic Implications Arising from the PLC; New Product Development (NPD); New Service Development; Stages of Product/Service Innovation Development; The Technology Adoption Life Cycle; 3Organisational Buying Behaviour; Slice of Life - Consulting with Consultancies; Comparing Organisational and Consumer Buyer Behaviour; Decision Making Units - Characteristics; The Decision Making Process; Influences Shaping Organisational Buying Behaviour; Uncertainty, Risk and Relationships in OBB; eProcurement; 4Relationship Marketing A Slice of Life - The Devil You KnowBusiness Relationships - Background; Relationship Marketing - Theoretical Foundations; The

Customer Relationship Life Cycle; Differing Types of Relationships; Partnerships and Alliances; Trust, Commitment and Customer Satisfaction; 5Strategy: Segmentation, Positioning and Pricing; A Slice of Life - A Little Ray of Sunshine; Segmentation; Bases for Segmenting Business Markets; Target Market Selection; Barriers to Segmentation; Positioning; Pricing; Leasing; 6Marketing Channels; A Slice of Life - User Journeys; Function and Purpose of Marketing Channels Service OutputsChannel Flows; Types of Distribution Channel; Channel Roles and Membership; 7Supply Chains, Channel Structures and Networks; A Slice of Life - The Chain of Events; Supply Chains; Key elements in Supply Chain Management; Principles of Supply Chain Management; Marketing Channel Design; Channel Configuration; Channel Structure; A Spectrum of Influence in Channel Structures; Networks; Electronic Channels; 8Managing B2B Relationships; A Slice of Life - Believing in the Relationship; The Concept of Power; Channel Conflict; The Nature of Conflict; Reasons for Conflict Managing Interorganisational ConflictBuilding Relationships; The Impact of Technology on Business Relationships; eCommerce and Conflict; Customer Relationship Management Systems; 9Principles of Business Marketing Communications; A Slice of Life - Evolution or Revolution?; Defining Marketing Communications; The Role of Marketing Communications; The Tasks of Marketing Communication; Strategy and Planning MCs; Is it about Campaigns or Activities?; B2B Branding; Integrated Marketing Communications; Channel-based Marketing Communications; Relationship Marketing and Communications

10The Business Marketing Communications Mix

Sommario/riassunto

Business Marketing is an academic textbook written from a marketing management perspective. It is about the marketing methods, issues and principles associated with the relationships and interactions between organisations.
