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Nota di contenuto	Chapter 1: The Challenging and Changing B2B Landscape -- Chapter 2: Marketing Theories under the B2B Lens -- Chapter 3: B2B Marketing Mix -- Chapter 4: Exploring B2B Marketing Strategies -- Chapter 5: Ethics and Sustainability in B2B Marketing -- Chapter 6: Competitive Advantage through B2B Marketing -- Chapter 7: B2B Marketing in the Service Era -- Chapter 8: Servitization -- Chapter 9: B2B Marketing Technology -- Chapter 10: Leadership and People in B2B Marketing -- Chapter 11 Supply Networks in B2B -- Chapter 12: Artificial intelligence in B2B Marketing.
Sommario/riassunto	This textbook equips readers with a clear understanding of how B2B markets have evolved in recent years, from the traditional focus on product development to more targeted approaches that focus on relationships, digitalization, innovation and sustainability. Exploring the relevant theories behind this evolution and providing an extensive understanding of contemporary marketing strategies, the book equips readers with a broad perspective of B2B marketing – the evolution, theories, concepts, and the external environment – that allows students to put theory into practice in both manufacturing and service sectors. Allowing for a holistic understanding of contemporary B2B practices,

students will learn how to design a competitive marketing strategy for the current business environment. Covering key topics such as the customer journey, branding, value co-creation and servitization, and with a wide range of case studies, this is an essential text for students at both undergraduate and post-graduate level. Naushaba Chowdhury has more than two decades of extensive experience in B2B marketing within the garment manufacturing and sourcing sectors in Bangladesh, Cambodia, and the UK. She is an Associate Lecturer at the University of the West of Scotland (UWS) teaching marketing and management modules. Pravin Balaraman is a Reader (Associate Professor) in Marketing at the University of the West of Scotland (UWS). He leads the Business School's initiatives in Transnational Education and Mobility. Prior to this role, he served as a tutor for MBA programs at the University of Strathclyde. Jonathan Liu is co-founder and Executive Dean of the International Business School in Sale, Manchester, UK. He is an Adjunct Professor with the University of Wales, Trinity St David London. He researches on Entrepreneurship, Heritage, and Performance Management. Jonathan has over 40 years of academic and administrative management experience in Higher Education. Ibrahim Sirkeci is a leading scholar and practitioner with an exceptional background in migration studies, transnationalism, and international business strategy. He is an academic leader and entrepreneur. Ibrahim Sirkeci is currently Director of International Business School, Manchester, UK. He is also adjunct Professor at Hamburg University, Germany. Jonathan A.J. Wilson is an award-winning practitioner and academic with two doctorates – specialising in what he calls the ABCDs: Advertising, Branding, Communication, and Digital. Having graduated from the faculties of Science, Art & Design, Business, and Humanities, he champions the art of Science and the science of Art.
