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Nota di contenuto	Part I: Introduction, Framework, and Current Status of B2B Marketing -- 1.1 Next Generation B2B Marketing -- 1.2 Full Steam Ahead Towards Industry 5.0 - The Question Is Not If, but How -- 1.3 B2B Marketing Ecosystem -- 1.4 The B2B Marketing Maturity Model – Your Path to Predictive Profit Marketing -- 1.5 MarTech in B2B Marketing: The 2030 Edition -- Part II: Practical Concepts and Methods -- 2.1 B2B Marketing Strategy – Finding the Needle in the Haystack -- 2.2 The Marketing Canvas – A Template for Powerful Go-to-Market Strategies -- 2.3 Navigating Agile Marketing -- 2.4 Branding or No Branding – An Introduction to B2B Branding -- 2.5 Employer Branding as a Turbo for B2B Marketing -- 2.6 Why You Should Think Strategically About Marketing Automation -- 2.7 Marketing Automation as an Organizational Framework -- 2.8 Marketing Automation – The Perfect Process Model for Implementation -- 2.9 Grow, Cooperate, or Fail – How Medium-Sized B2B SMEs Can Ride the Wave of Digitalization in Marketing -- 2.10 Successful Lead Management – Nothing’s Gonna Stop Us Now -- Part III: Case Studies (Digital Transformation & Strategic Success Stories) -- 3.1 The Marketing Pathfinder – The B2B Marketing Journey of an SME -- 3.2 Digital Transformation in Shipping – The Hapag-Lloyd Story -- 3.3 Choosing the Right Marketing Automation Platform (Romero-Palma) -- 3.4 Strategic Lead Management for

Optimized Marketing – The Approach of Innogy in Innovative Energy Solutions -- 3.5 Marketing and Sales Excellence – Recommendations for Tackling This Evergreen Topic -- 3.6 Transforming to Digital Sales and Marketing: Fujitsu’s Journey Toward a Digital and Sustainability Transformation Company. .

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Sommario/riassunto

In the age of Industry 5.0, predictive intelligence, and accelerated digital transformation, B2B marketing has become the strategic engine of growth and innovation. This first volume of the second significantly updated edition of "B2B Marketing" brings together over 20 international experts to redefine modern marketing across strategy, systems, and structure. Covering topics such as marketing maturity, MarTech, automation, branding, and agile leadership, this volume offers actionable frameworks, forward-looking insights, and real-world case studies from leading organizations like Fynest, Fujitsu, Hapag-Lloyd, and Predictores. Readers will gain a clear understanding of the B2B Marketing Maturity Model, strategic perspectives on predictive intelligence, and best practices for marketing automation. Essential reading for CMOs, business leaders, marketing professionals, consultants, and academics, this book is a strategic blueprint for the next decade of B2B marketing. The transformation starts here.

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