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Nota di contenuto	Part I: Practical Concepts and Methods (Digital & AI Driven Execution) -- Digital Lead Capturing – How to Ignite the Turbo for Automated Marketing -- User Experience and Touchpoint Management – A Touchpoint Performance Management Toolkit -- Content Marketing Process – Mastering the Symbiosis of Art and Science -- Situational Content Marketing (SCM) – Reaching Customers with Smart Content Despite Information Overload -- Buyer-Centric Content Approach – Design Thinking for More Empathetic Marketing in the B2B World -- Strategic Customer-Oriented Marketing – The ABM Model for the Perfect Start into Account-Based Marketing -- Account-Based B2B Marketing – Integrating Advanced Technology to Optimize Processes and Performance -- Social Media in B2B – Recognizing and Properly Utilizing the New Channels -- Social Selling in B2B – How Sales Benefit and the Sales Process Flourishes -- Community Management: How Customers Become Fans -- Corporate Influencer or Corporate Ambassador – What's the Deal with Employees as Brand Ambassadors? -- Digital Marketing in China – How B2B Companies Successfully Enter the Chinese Market -- Product Management as an Enabler of a Market- and Customer-Oriented Mindset in B2B Companies -- Harmonizing Content Strategy and Activation in the Age of AI -- Tradition Reinvented: How Smart Data is Revolutionizing B2B Cold Calling -- AI

in International B2B Content Marketing -- A Framework for Integrated B2B Marketing Campaigns - for Greater Efficiency and Effectiveness -- Part V: Case Studies (Digital Success, AI, and Sustainability Focus) -- Social Selling in Machinery and Plant Construction: A Case Study from the Drive Technology Sector -- Social Selling as a Marketing Strategy for SMEs – Case Study Dina Reit and SKLaser GmbH -- Harnessing LinkedIn Ads for Effective B2B Marketing -- Winning and Retaining Customers Successfully Through Lead Management – The Intralogistics Provider STILL Success Story -- User Experience and Touchpoint Management – A Case Study on In-House Implementation for Small and Medium-Sized Enterprises -- Sales Channel Excellence – A SME Success Story from the Mechanical Engineering Industry -- Central Business Intelligence – A Procedure Model for SMEs -- Data-Driven Management with Predictive Intelligence for Early Detection of Export Opportunities -- 365 Days to B2B Marketing Success: A Data-Driven, Bulletproof Playbook -- Visualization of Graph Networks in B2B Market Research -- Conversion Rate Optimization – What B2B Can Learn from the B2C Label Minimal Fashion and Its 6-Week Success Story from 0 to 100,000 € -- Cooling Down Costs, Heating Up B2B Leads: Daikin's Digital Marketing Evolution -- B2B + Influencer Marketing = An Impossibility? Würth Elektronik Disproves This! -- How to Responsively Drive the Sustainability Train from a B2B Marketing and Sales Perspective: A Case Study on Thyssenkrupp Materials Services' Greenability Initiative -- Low Search Volume, High Impact: Driving B2B Inbound Leads with Google Ads.

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#### Sommario/riassunto

The future of B2B marketing isn't coming — it's already here. The second volume of the significantly updated edition of "B2B Marketing" dives deep into the execution layer of modern marketing. This edition is packed with AI/PI-driven methods, advanced digital tactics, and best-in-class case studies from global leading companies such as Daikin, Mayr, Predictores, SK Laser, Thyssenkrupp and Würth to help B2B professionals scale growth, deepen relevance, and lead in a data-first world. Whether building a smarter lead generation engine, optimizing touchpoints, embracing account-based strategies, or navigating social selling and influencer marketing, this book provides the frameworks, tools, and insights to turn vision into reality. Readers will learn how to ignite digital growth, master touchpoint performance management, and align content strategy with AI. Essential for CMOs, marketing professionals, strategists, and consultants, this volume is a must-have for moving from theory to results. Volume 1 gave you the roadmap. Volume 2 gives you the tools to drive it.

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