

1. Record Nr.	UNINA9911028664403321
Autore	Kotler Philip
Titolo	B2B Brand Management : Incorporating Performance Branding, Transformative Marketing and Artificial Intelligence
Pubbl/distr/stampa	Cham : , : Springer, , 2025 ©2025
ISBN	9783031946653 9783031946646
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (404 pages)
Collana	Business and Management Series
Altri autori (Persone)	PfoertschWaldemar
Disciplina	658.827
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	As B2B solutions continue to advance, industrial companies are embracing branding to differentiate themselves and generate preference for their offers.While branding has been crucial to the success of renowned consumer goods like Coca-Cola, McDonald's, and Mercedes-Benz, it's time for more industrial companies to systematically enhance their.