



Business to Business Marketing Management: A Global Perspective

By Jim Blythe, Alan Zimmerman

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This pioneering new text covers current theories on business-to-business marketing from a global standpoint. It covers current theory from a practical viewpoint and includes market entry strategies trade fairs, reputation management and corporate communications. It looks at selling and marketing between organisations, companies, purchasers and suppliers. Suitable for those students studying an undergraduate or postgraduate MBA/Msc module in B2B marketing. It will also be of use to practitioners studying towards the CIM diploma.

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