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Business-to-Business Marketing (Paperback)

By Ross Brennan, Louise Canning, Raymond McDowell

Sage Publications Ltd, United Kingdom, 2017. Paperback. Condition: New. 4th Revised edition. Language: English . Brand New Book. ` This textbook stands out from others by combining multiple approaches to B2B marketing theory with up-to-date examples from practice. The inclusion of many international examples makes it invaluable for faculty and students worldwide. It is a must read for students and a truly refreshing addition to any marketing course. - Catherine Sutton-Brady, Associate Professor of Marketing, The University of Sydney Business School Taking in both European and US approaches to form a balanced, global-minded text and covering both the theory and practice of global business-to-business marketing, the new Fourth Edition: Includes new coverage of digital and social media marketing in the B2B environment, to reflect online developments Is updated to reflect the effects and impact of global changes such as the legally binding deal signed at the Paris Climate Conference (Dec. 2015) Includes new ` scenario boxes which provide reflective decision-based situations for students to think through, helping them prepare for future roles. The book is complimented by a companion website featuring a range of tools and resources for lecturers and students, including PowerPoint slides, tutor guide sample exam questions, SAGE journal articles,...



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