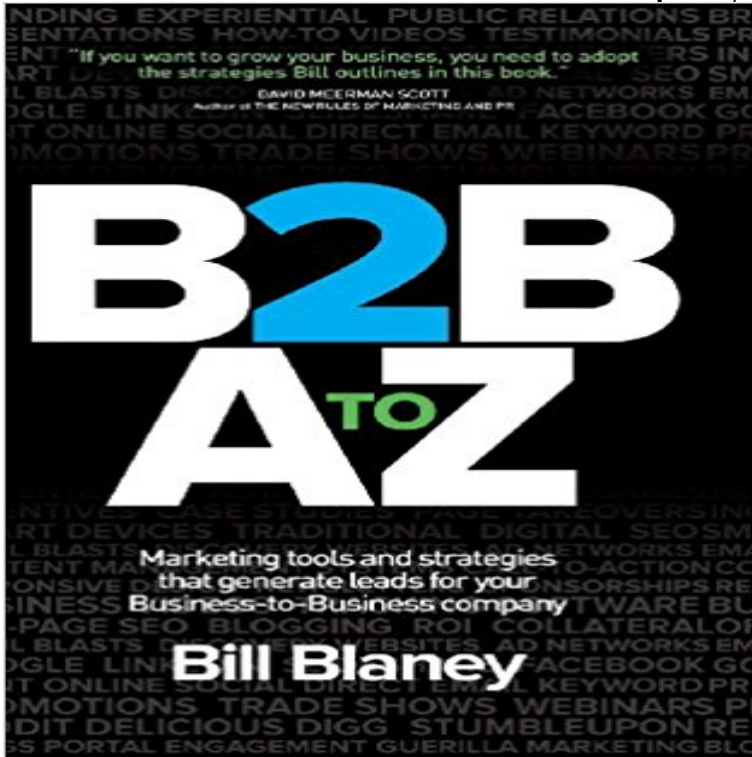


B2B A to Z: Marketing Tools and Strategies That Generate Leads for Your Business-To-Business Company



If you want to grow your business, you need to adopt the strategies Bill outlines in this book. David Meerman Scott bestselling author of *The New Rules of Marketing and PR*, now in over 25 languages from Bulgarian to Vietnamese. It was written in the stars that a man named Bill Blaney would write the best B2B marketing book ever! George Lois advertising legend and author of eight books, including *Damn Good Advice (For People With Talent!)* Blaney does a fantastic job of synthesizing traditional and digital marketing tactics and strategies and making them relevant for B2B marketers. In fact, I go so far as to say that Blaney's explanations of strategies and tactics are more clear and more grounded and focused on generating sales and profits than you might get from a more consumer focused book. Ivana Taylor *Small Business Trends*

It's a changed business environment for most companies these days. This entire book offers vitally important information for B2Bers. Patricia Faulhaber *Blog Critics*

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