

Business Marketing Management: A Strategic View of Industrial and Organizational Markets



Providing the most current and complete treatment of business-to-business marketing, this comprehensive market leader captures and integrates the latest developments in market analysis, relationship management, supply chain management, marketing strategy development, and electronic commerce. Popular in both the United States and Europe since its first edition, the text provides expanded treatment of relationship strategies, the technology adoption life cycle, strategy formulation in high-tech industries, new product and service development for business markets, and Internet strategies.

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