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Innovative B2B Marketing: New Models, Processes And Theory



Synopsis

Innovative B2B Marketing is a clear, practical guide that demystifies modern aspects of B2B marketing, including marketing models, processes and thought leadership pieces. New customer buying habits, the digital era and the new industry landscape (influenced by the application economy) have all had a great impact, with marketing professionals consequently facing a shift away from traditional practices. The focus of Innovative B2B Marketing is to cut through the noise and make sense of the new models, methods and processes that have recently emerged in the B2B marketing sphere. Authored by Simon Hall, an ex-CMO who brings over 20 years' senior level experience as one of the leading voices in the B2B sphere actively working with the CIM, the IDM, and other major associations, Innovative B2B Marketing brings together a wealth of insight and information sourced from the author's own first-hand experience. Featuring real-life examples from diverse sectors, plus topical discussion points and problems from key B2B marketing forums and associations, marketers will find new approaches, models and solutions to help deal with any B2B marketing challenge.

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Customer Reviews

An essential guide: buy it if you are involved in B2B marketing. OK, maybe the review should be a little longer, explaining about how this powerful little book provides a great overview about some of the latest models, processes and theories that engulf the world of B2B marketing. Its knowledge leaks over into other disciplines too. For those who are new to B2B marketing or whose knowledge might be a little outdated, this is a goldmine of a resource. For the older hands, it is an aide memoire, as so many things are changing at an ever-faster speed and it can be difficult to keep up-to-speed with everything you should do. Treat this book as a bit of a yearly maintenance check for your knowledge, just as you may need to submit your car to! High on detail, hyperbole is pushed to the curb. Maybe it can appear too curt for some readers, but it should not be a negative. Just the facts, offered up in compact chapters that are not an onerous read. If you need a detailed "how to" on a given subject, and the references given are insufficient, you may need to consult another book or resource but you will still have received a great introduction and taster of something you became hooked on. The reader is given a mix of practical knowledge, theory and case studies that will help you position your company's marketing activities for the future. You may think there is a pricing error when you come to buy the book -- it really is that inexpensive -- a steal for what you are getting and it does a lot more than what the title and description may promise if you let it or need it to. It can be something great for those who slept through or forgot their marketing classes. Something to strongly consider.

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