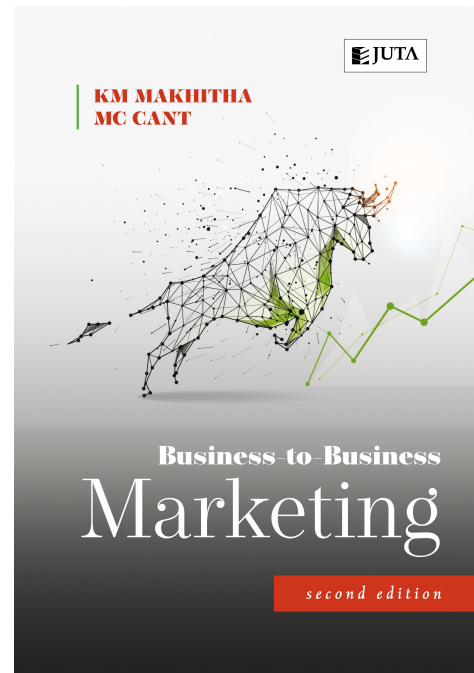


Business-to-Business Marketing

Edition: 2nd Edition
Publication date: 2021
Author/Editors: Makhitha, K Cant, MC
ISBN: 9781485130888
Format: Soft Cover
Number of Pages: 392
Retail price: R481.00 (incl. VAT, excl. delivery.)
Website Link: juta.co.za/pdf/28244/



About this Publication:

Business-to-Business Marketing is the first B2B marketing book in South Africa written by local academics. Its content therefore includes material to which South African students of B2B marketing can relate more easily. This book is about businesses marketing their products and services to other businesses and covers concepts related to this environment. It gives valuable insights into business-to-business marketing management, as well as analysing B2B buying practices, supply chain management, the selection of business customers and the development of a B2B marketing strategy. It provides readers with an understanding of what B2B marketing is and how it differs from business-to-consumer (B2C) marketing. The book has a strong theoretical basis, while also exploring many case studies from a South African perspective.

Key Features and Benefits

- Focussed learning outcomes
- Locally relevant case studies
- Summaries
- Self-assessment

Updates to this Edition

- Chapters have been updated to reflect the current marketing environment
- Discusses industry best-practices
- New case studies reflect the current trends and issues in B2B marketing

Support Material

- MCQs
- Case Studies
- Powerpoint slides

Contents Include:

- Chapter 1: Introduction to Business-to-Business marketing
- Chapter 2: Business-to-business buying
- Chapter 3: Concepts and context of business strategy
- Chapter 4: Marketing research and competitive analysis
- Chapter 5: Segmenting business markets, choosing target markets and positioning products
- Chapter 6: Developing and managing business-to-business products
- Chapter 7: Innovation and competitiveness
- Chapter 8: Pricing in business-to-business marketing
- Chapter 9: Business development and planning
- Chapter 10: Business-to-Business selling and managing customer
- Chapter 11: Business-to-business branding: creating and fostering the brand
- Chapter 12: Supply chains and channel relationships
- Chapter 13: Communicating with the business-to-business market

Of Interest and Benefit to:

- Undergraduate and Postgraduate marketing students
- Diploma and short course students in B2B Marketing
- Entrepreneurs, business and marketing executives as well as business consultants