BUSINESS-TO-BUSINESS MARKETING



Ross Brennan, Louise Canning & Raymond McDowell



TABLE OF CONTENTS

List of Case Studies List of Snapshots About the Authors Preface Online Resources List of Abbreviations		vi vii ix x xii			
			xiii		
			Pai	rt I Fundamentals of Business-to-Business Marketing	1
			1	Business-to-Business Markets and Marketing	3
		2	Buyer Behaviour	27	
3	Inter-Firm Relationships and Networks	60			
Paı	rt II Business-to-Business Marketing Analysis and Strategy	93			
	Responsible Business-to-Business Strategy	95			
	Researching Business-to-Business Markets	121			
6	Business Market Segmentation	145			
Paı	rt III Communicating and Interacting with Customers	173			
7	Market Communication	175			
8	Relationship Communication	205			
9	Relationship Portfolios and Key Account Management	233			
Pai	rt IV Managing Marketing Processes	263			
10	Managing Product Offerings	265			
11	Routes to Market	295			
12	Price-Setting in Business-to-Business Markets	324			
Glossary		354			
References		363			
<i>Index</i>		393			