## Europe, Middle East and Africa Edition







CENGAGE t% Learning\*

## **BRIEF CONTENTS**

PΑ	ART I THE ENVIRONMENT OF BUSINESS	
MA	ARKETING	1
1	A business marketing perspective	2
PΑ	RT    MANAGING RELATIONSHIPS	
IN	BUSINESS MARKETING	25
2	Organisational buying behaviour	26
3	Customer relationship management strategies for business markets	48
PΔ	ART III ASSESSING MARKET	
	PPORTUNITIES	
4	Segmenting the business market and estimating segment demand	74
PΑ	ART IV FORMULATING BUSINESS	
MARKETING STRATEGY		93
5	Business marketing planning: Strategic perspectives	94
6	Business marketing strategies for global markets	116
7	Managing products for business markets	135
8	Managing services for business markets	156
9	Managing innovation and new industrial product development	179
10	Managing business marketing channels	200
11	Supply chain management	218
12	Pricing strategies for business markets	239
13	Business marketing communications	260
PA	ARTV EVALUATING BUSINESS MARKETING	
STRATEGY AND PERFORMANCE		295
14	Marketing performance measurement	296