## **Business to Business Marketing Management**

A Global Perspective

Third Edition

## Alan Zimmerman and Jim Blythe



Taylor & FrancisCroup LONDON AND NEW YORK

## Contents

	List of figures	ix
	List of tables	xi
	Acknowledgments	xiv
SEC	CTION I	
Th	e business market environment	1
1	Introduction to business to business marketing	3
2	How business organizations buy	18
3	Strategic planning for global business markets	35
4	Ethical considerations for business marketers	58
SEC	CTION II	
Ev	aluating market opportunities	81
5	Market research	83
6	Segmentation, targeting, and positioning	109
7	Market entry tactics	129
SE	CTION III	
Fo	rmulating the marketing mix	153
8	Product strategy and product development	155
9	Services for business markets	185
10	Pricing	207
11	Supply chain management	228
12	Managing distribution channels	245
13	Business to business marketing communications	262

viii	Contents	
14	Customer relationships and key-account management	283
15	Sales promotion, exhibitions, and trade fairs	312
16	Public relations and corporate reputation management	329
SEC	CTION IV	
Managing the marketing program		353
17	Marketing planning, implementation, and control	355
18	Organizing for maximum effectiveness	372
19	The future of business marketing	393
	Appendix A Foreign exchange	410
	Appendix B Marketing plan	413
	Appendix C Comprehensive case	415
	Index	432