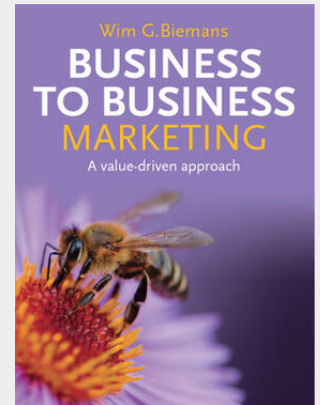


Business to Business Marketing

Marketing to organisations is a substantial and dynamic sector of marketing, yet its activities are hidden from view for most students. This new textbook opens up this fascinating and important world to readers, clearly explaining the parallels between business to business and consumer marketing, while also emphasising the unique concepts and practices developed for this field. Wim G. Biemans draws from more than two decades' experience teaching students and training marketing executives, firmly rooting all the concepts in real business contexts to create a fresh and engaging introductory text.



94,00 €

87,85 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780077121891

Medium: Buch

ISBN: 978-0-07-712189-1

Verlag: McGraw Hill LLC

Erscheinungstermin: 31.03.2010

Sprache(n): Englisch

Auflage: Neuauflage 2010

Produktform: Kartoniert

Gewicht: 928 g

Seiten: 400

Format (B x H): 197 x 264 mm

