## **Business-To-Business Marketing**

This four-volume collection is the only detailed survey of business-to-business marketing literature that captures the state of the discipline in its entirety. Business-to-business marketing is fast catching up with business-to-consumer marketing as a subject of study, and in recognition of its widening appeal this collection of seminal articles will be of interest to students, researchers and lecturers of general management, as well as those of marketing. It serves as an intellectual touchstone for academics interested in developing their own research interests further, or who are considering incorporating more business-to-business scholarship. Some of the topics addresses will be familiar, such as marketing channels and relationship marketing, while others are likely to be more novel, like organisational purchasing, supply chains and industrial networks. Assembled and introduced by a team of experts in the field, this collection is an invaluable snapshot of the key theoretical, methodological and managerial issues in this critical and expanding area.



**1291,50 €** 1207,01 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

ArtikeInummer: 9781849205467

Medium: Buch

ISBN: 978-1-84920-546-7 Verlag: Repro India Limited Erscheinungstermin: 19.01.2011

Sprache(n): Englisch

**Auflage:** Four-Volume Set Auflage **Serie:** SAGE Library in Marketing

**Produktform:** Kartoniert **Gewicht:** 3143 g **Seiten:** 1720

Format (B x H): 156 x 234 mm



