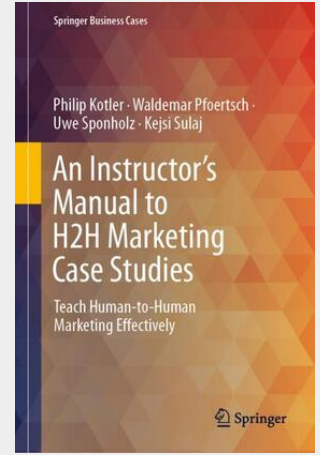


## An Instructor's Manual to H2H Marketing Case Studies

Teach Human-to-Human Marketing Effectively

This is an instructor's manual for the popular textbook 'H2H Marketing: Case Studies on Human-to-Human Marketing' (Springer, 2023). The authors have provided a perfect companion that enables teachers to adopt a case-by-case approach when using the material in the classroom. 'H2H Marketing' focuses on redefining the role of marketing by reshaping the mindset of decision-makers and integrating concepts such as Design Thinking, Service-Dominant Logic, and Digitalization. By following this carefully designed manual, teachers can assist their students in gaining a deeper understanding of the case studies that illustrate various aspects of the concept, its fundamental elements, and its implementation.

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