

Handbook of Business-to-Business Marketing (Elgar Original Reference)

By Gary L. Lilien, Rajdeep Grewal

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This insightful *Handbook* provides a comprehensive state-of-the-art review of business-to-business marketing. It supplies an overview and pioneers new ideas relating to the activity of building mutually value-generating relationships between organizations - from businesses to government agencies to not-for-profit organizations - and the many individuals within them.

Comprising 38 chapters written by internationally renowned scholars, this *Handbook* presents perspectives of a variety of issue areas from both an academic and a managerial perspective (state of theory and state of practice). The material in this compendium includes theoretical and practical perspectives in business-to-business marketing, marketing mix and strategy, interfirm relationships, personal selling and sales management, technology marketing, and methodological issues central to business-to-business markets. Published in conjunction with Penn State's Institute for the Study of Business Markets, this extensive volume will expand research and teaching in business-to-business marketing in academia and will improve the practice of business-to-business marketing for firms in the industry.

This path-breaking *Handbook* is targeted primarily at marketing academics and graduate students who want a complete overview of the academic state of the business-to-business marketing domain. It will also prove an invaluable resource for forward-thinking business-to-business practitioners who want to be aware of the current state of knowledge in their domains.

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