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customer experiences  
using APIs Platforms,  
the Sharing Economy,  
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analysis |

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Michael D. Hutt (PhD, Michigan State University) is the Ford Motor Company

Distinguished Professor Emeritus of Marketing at the W. P. Carey School of Business, Arizona State University. He has also held faculty positions at Miami University (Ohio) and the University of

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l challenges and opportunities confront the marketer who

intends to serve

the needs of

organizations rather

than households.

Business-to-business

customers represent a

lucrative and complex

market worthy of

separate analysis.

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Business marketing is a marketing practice of individuals or organizations (including commercial businesses, governments and institutions). It allows them to sell products or services to other companies or organizations that resell them, use them in their products or



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services or use them to support their works. It is a way to promote business and improve profit too.

*Business marketing -  
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Published February  
1st 2009 by South  
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Hardcover, 634  
pages. Author (s):  
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Edition language:

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Business Marketing is  
typically taught in four-

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year schools at both the undergraduate and graduate level. The course details the key differences between consumer goods and business-to-business marketing and most often includes case coverage.

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Michael D. Hutt (PhD,  
Michigan State  
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Brand Management

By Kotler and

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behavior, relationship management, and the ensuing adjustments required in the marketing strategy elements used to reach organizational customers. Its managerial approach ties chapter concepts directly to real-world decision making. The new edition also includes additional

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emphasis on  
automated B2B  
practices and the  
impact of the Internet.

Business to business  
markets are  
considerably more  
challenging than  
consumer markets  
and as such demand  
a more specific  
skillset from  
marketers. Buyers,

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with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer.

Given that the products themselves may be highly complex, this often requires a sophisticated buyer to understand them.

Increasingly, B2B

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relationships are conducted within a global context.

However all textbooks are region-specific despite this growing move towards global business relationships – except this one.

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across the globe.

Other unique features of this insightful study include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics and CSR early in the text; and detailed review of global B2B services

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marketing, trade shows, and market research. This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues, CRM, and social media as well as personal selling. More selective, shorter, and easier to



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read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses.

Yet, it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge.

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Marketing, Corporate

Communication,

CRM, Market

Research, Social

Media, grade: A,

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Andrews, language:

English, abstract: An

increased competitive

situation on the basis

of similar products,

scarce resources,

advancements in

technology and

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changes in customer behaviour are forcing companies to consider a sustained and efficient structure of the provision of their services over and above a strong customer orientation. Customer relationship management (CRM), as a part of strategic marketing, can be seen as the emerging

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paradigm, with which companies seek to respond to these

changing market

conditions. Through

the adoption of a

CRM system,

companies are able to

collect and evaluate

specific knowledge

about their customers

in a systematic way,

hence primarily

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improving customer service and customer loyalty. Until recently, companies ignored the importance of this, which lead to a loss of customers and thus a decrease in profitability. Beyond that, the fact that companies neglect their customers is oftentimes intensified by a lack of

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appropriate equipment, tools or project management methods. Estimates by some market observers even state that nearly 70 - 80% of all CRM projects fail or do not attain the intended target. Nevertheless, CRM can be an effective and profitable cross-functional

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management tool for attaining a lasting exchange with customers across all their points of contact and access with a personalised treatment of the most beneficial customers in order to ascertain customer retention and the effectiveness of marketing initiatives. The



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Marketing of an  
effective customer  
relationship  
management within  
the field of business-  
to-business (B2B)  
marketing is therefore  
essential, as  
companies have to be  
exceedingly  
responsive to  
individual customer  
preferences, equally  
requiring a

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differentiated sales approach in order to raise customer profitability. The objective of this paper is to provide a clear overview of the importance of customer relationship management. The coursework is divided into five chapters. Initially, the general theoretic foundations

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of customer

relationship

management

are explained in chapter

two. Thereafter, the

specific advantages of

adopting a CRM

approach for business

organisations will be

outlined in chapter

three. Chapter four

describes a

framework of CRM

explaining the ideas

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and techniques within a business marketing context. Finally, in a retrospective analysis of the paper, the research findings will be analysed and an outlook of the future development of CRM in business marketing will be given.

Strategic Marketing  
Management (5th

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edition) offers a comprehensive framework for strategic planning and outlines a structured approach to identifying, understanding, and solving marketing problems. For business students, the theory advanced in this book is an essential tool for

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Understanding the logic and the key aspects of the marketing process.

For managers and consultants, this book presents a conceptual framework that will help develop an overarching strategy for day-to-day decisions involving product and service design, branding,

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pricing, promotions, and distribution. For senior executives, the book provides a big-picture approach for developing new marketing campaigns and evaluating the success of ongoing marketing programs.

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