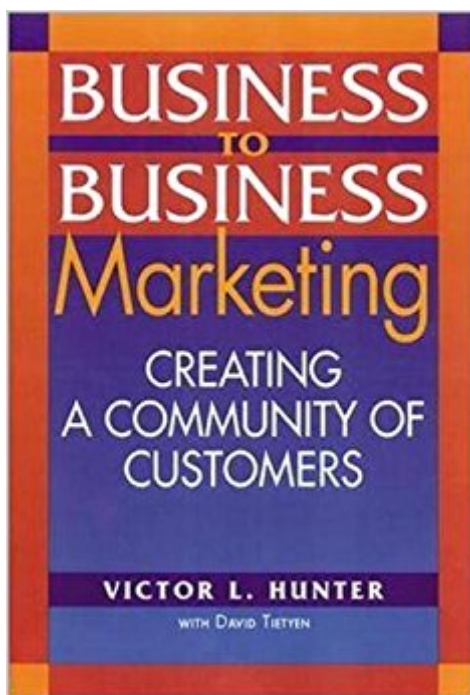


The book was found

Business To Business Marketing



Synopsis

"In a highly competitive global marketplace, this idea of "creating a community of customers" is truly an intriguing and insightful way to do business--both short- and long-term." -- Dr. Stephen R. Covey Covey Leadership Center "At last . . . Hunter and Tietyen have written a "must-read" implementation guide for business marketers!" -- Leonard A. Schlesinger George F. Baker, Jr., Professor of Business Administration Harvard University "This book is revolutionary. I'm convinced Vic Hunter and his associates have set the standard for business-to-business marketing in the 21st century." -- Bob Stone, Chairman Emeritus Stone & Adler, Inc. "What an exceptional book! . . . Truly innovative thinking and a must-read for any executive responsible for his or her company's marketing future." -- Chuck Tannen, President Target Conference Corporation "Two types of pioneers can alter the norms of how commerce succeeds: those who discover a better way and those who put that better way into practice. Hunter is one of the unique breed who meets both aspects of that definition. He has refined the art of database marketing and put it to use in solidifying business relationships." -- Edward L. Schmitz Director, New Business Development Shell Oil Products

Book Information

Hardcover: 352 pages

Publisher: McGraw-Hill; 2 edition (July 11, 1997)

Language: English

ISBN-10: 0844232300

ISBN-13: 978-0844232300

Product Dimensions: 6.2 x 1.2 x 9.1 inches

Shipping Weight: 1.3 pounds

Average Customer Review: Be the first to review this item

Best Sellers Rank: #740,277 in Books (See Top 100 in Books) #151 in [Books > Business & Money > Marketing & Sales > Marketing > Industrial](#) #331 in [Books > Business & Money > Marketing & Sales > Marketing > Multilevel](#) #977 in [Books > Textbooks > Business & Finance > Marketing](#)

Customer Reviews

The need for a new way of doing business in today's customer-focused, customer-dominated marketplace is indisputable. The question isn't if, but how. The answers are here. Business to Business Marketing: Creating a Community of Customers is the first book to provide a comprehensive model for doing business in the new customer-focused environment and the

practical guidance for implementing profitable, customer-driven marketing programs. It draws on Vic Hunter's twenty-plus years' experience to give you all the bottom-line-oriented help you need to:

- Identify and measure the key economics of customer retention and what they mean for your business plans.
- Develop an integrated approach to maximizing the value of every customer contact.
- Assess customer needs and match them with your organization's core competencies.
- Evaluate and coordinate all the elements of your communications programs.
- Use the ten keys to database success to maximize your information-gathering activities.
- Create a customer community center that builds on a set of shared values and needs.
- Retain and cultivate your best customers.
- Acquire new business and new customers more cost effectively.
- Link internal and external communities in a profitable chain of business relationships.

The need for a new way of doing business can be provided only by a new marketing vision. And that new vision is right here in *Business to Business Marketing: Creating a Community of Customers*.

McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)
Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing
Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1)
Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks
Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo)
Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns
BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing)
Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2)
No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses
Network Marketing For Introverts: Guide To Success For The

Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Social Marketing Profits: Start and Grow a Business via Facebook Shopify or Instagram Local Business Marketing Affiliate Marketing: Build Your Own Successful Affiliate Marketing Business from Zero to 6 Figures Rock Your Network Marketing Business: How to Become a Network Marketing Rock Star Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less (Business Books)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)