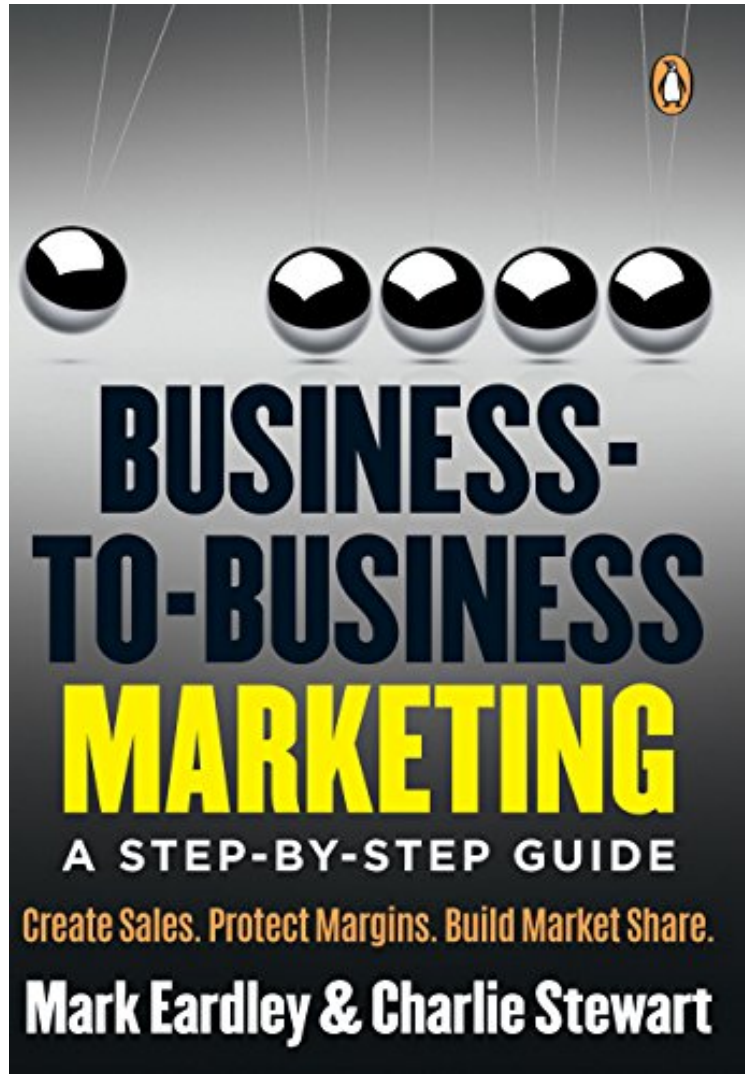


Business-to-Business Marketing: A step-by-step guide

Mark Eardley, Charlie Stewart

ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#1690981 in eBooks 2016-02-01 2016-02-01 File Name: B01BBUEM60 | File size: 60.Mb

Mark Eardley, Charlie Stewart : Business-to-Business Marketing: A step-by-step guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business-to-Business Marketing: A step-by-step guide:

The way businesses buy from one another has changed profoundly in recent years. Markets have evolved, disruptive technologies have sprung up and buyers's expectations have changed. But despite this, the fundamentals of business-to-business marketing have remained constant: today's corporate decision-makers still need to know who you are, what you do and why you matter to them. In Business-to-Business Marketing, Mark Eardley and Charlie

Stewart review the basic rules of B2B marketing. They offer guidance on how to motivate your markets to buy from you, how to differentiate yourself from your competitors and explain which tactics to use to reach your customers with the right messages at the right time. Their step-by-step guide will help your marketing effort deliver three critical results – increased sales, rising market share and rock-solid margins. Written in straightforward, punchy language with simple, practical take outs at the end of each chapter, this is a must-have book for anyone involved – in any way at all – with attracting and retaining profitable customers.

About the Author Mark Eardley advises B2B organisations on managing their marketing to generate profitable sales. By following his guidance, several of his clients have grown to become market leaders. Since moving from London in 1995, he has lived and worked in Johannesburg. Charlie Stewart is CEO of Rogerwilco, a multi-award-winning independent digital agency. Over a 20-year career he has adjudicated key industry awards while helping define and implement marketing strategies for some of the world's largest companies. He grew up in the Highlands of Scotland but now calls Cape Town home.