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SOCIAL MARKETING TO THE BUSINESS CUSTOMER: LISTEN TO YOUR B2B MARKET, GENERATE MAJOR ACCOUNT LEADS, AND BUILD CLIENT RELATIONSHIPS (HARDBACK)



John Wiley and Sons Ltd, United Kingdom, 2011. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. The first book devoted entirely to B2B social marketing B2B markets are fundamentally different from consumer markets. Decisions are made on value, not impulse. Buying cycles are complex, often with many stakeholders involved. Relationships and support are critical. Bet-the-business decisions demand discipline, knowledge, and lots of information. This hands-on guide covers topics unique to this segment, including cost justification, prospecting and...

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- Authored by Paul Gillin, Eric Schwartzman
- Released at 2011



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