



Business-to-Business Marketing: A Strategic Approach

Michael H. Morris, Leyland Pitt, Earl Dwight, Jr. Honeycutt

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Thoroughly updated, this much anticipated new edition provides students with a comprehensive, state-of-the-art view of business to business marketing. With a focus on strategic thinking and acting, the authors examine the distinct challenges of the business-to-business marketplace. These include: faster product and service development; shortened product life cycles; new processes for selling, distribution, and customer service; an increase in entrepreneurial firms; and the need to create and sustain long-term customer relationships.

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