



Industrial Marketing Strategy (Wiley Series on Marketing Management)

Frederick E. Webster Jr.

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Industrial Marketing Strategy

Widely regarded as a classic text in the field, Industrial Marketing Strategy, Third Edition shows you, as a practicing manager, how to develop the marketing strategies your business needs to succeed in a rapidly evolving global marketplace. This important book covers:

- * The basic concepts of customer analysis, buying behavior, buyer-seller relationships, market segmentation and targeting, and positioning
- * Proven, concrete, strategic management techniques--rather than a rote enumeration of the functions and institutions of industrial marketing
- * Guidelines for implementing the value proposition through distribution and marketing communications
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