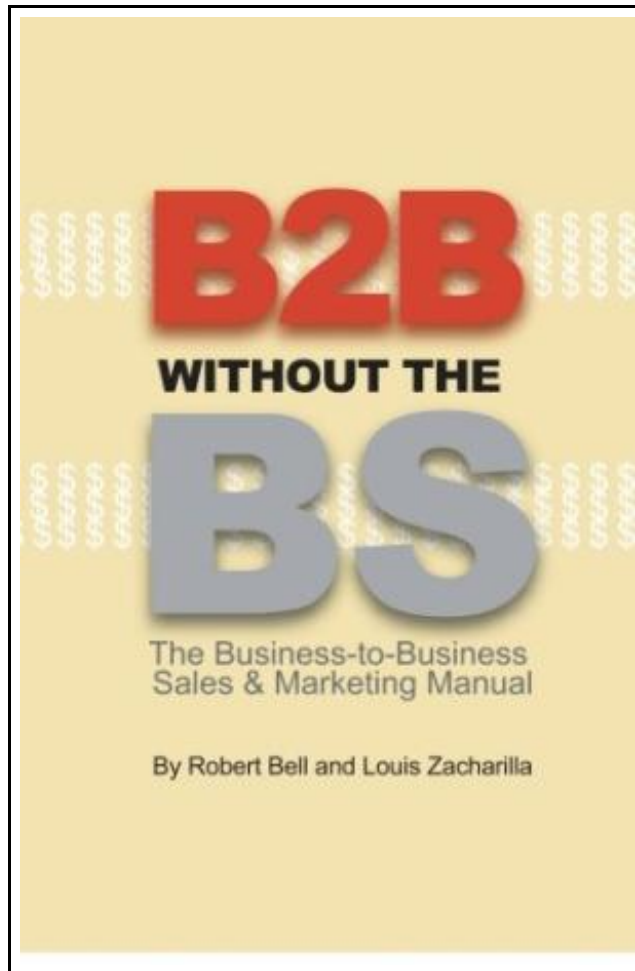


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Alan/Anthony, Incorporated, United States, 2006. Paperback. Book Condition: New. 208 x 135 mm. Language: English . Brand New Book ***** Print on Demand *****.A frank, funny and fast-reading guide to marketing strategy, marketing tactics and sales management in the unique B2B space, where the usual consumer-based marketing and sales rules are turned on their head. That s why too many B2B products and services go to market the wrong way, waste money and fail to achieve their true potential. B2B Without the BS is written for B2B executives facing the tough challenges of growing their businesses in today s hyper-competitive markets. The authors share principles, insights and anecdotes gained in 20 years of working with B2B companies in sectors ranging from industrial services to high-tech products. They provide no-nonsense advice about delivering value, adapting to marketplace change, targeting customers and pricing competitively. They explain how to save money and get the greatest return on investments in advertising, public relations, direct marketing, Web marketing and sales support.



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