



Business-to-Business Marketing (SAGE Advanced Marketing Series)

By Ross Brennan, Louise Canning, Raymond McDowell

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Is there really a difference between business-to-business marketing and consumer marketing?

This book helps students answer this question by examining views that argue B2B marketing is simply a variant of consumer marketing or is only concerned with inter-organizational relationship management.

Written from an European perspective and recognizing that organizational markets can be very different, the ideas and examples used in this book are based on the latest research and scholarship. Chapters include learning outcomes and objectives, discussion questions and small cases to help readers consolidate their learning.

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Editorial Review

About the Author

Dr Ross Brennan is Professor of Industrial Marketing at the Hertfordshire Business School, University of Hertfordshire. His research interests are in business-to-business marketing strategy, macromarketing, cross-cultural marketing and marketing pedagogy. Ross Brennan's research has been published in a wide range of academic journals including the *European Journal of Marketing*, *Industrial Marketing Management*, the *Journal of Macromarketing*, the *Journal of Marketing Education*, the *Journal of Marketing Management*, and the *Journal of Business & Industrial Marketing*. Dr Brennan is active within the UK Academy of Marketing and the International Marketing & Purchasing Group (IMP) research networks, and is a member of the editorial board at five international academic journals, including *Industrial Marketing Management* and the *Journal of Business to Business Marketing*. Having formerly worked in business-to-business marketing and strategic management roles with BT plc, Dr Brennan's professional interest in B2B relationships was further developed through a PhD investigating inter-firm buyer-seller relationships undertaken at the University of Manchester Institute of Science & Technology. His most recently published research addresses the implications of social media for B2B relationships.

Dr Louise Canning held international sales and marketing posts in the steel and engineering industries before moving into higher education as an ESCRC teaching fellow at UWE Bristol and completing her doctoral investigation of environmental adaptation in buyer-supplier relationships. Louise's continued interest in sustainability and the interface between business and consumer markets has most recently included the examination of human disposition. Besides sustainability, Louise's other research interests include business market communication and small business development, her work having been published in leading journals such as *European Journal of Marketing*, *Journal of Business and Industrial Marketing*, *Journal of Marketing Management*, and *Journal of Services Marketing*. Louise is an active member of the International Marketing and Purchasing (IMP) research group and regular reviewer for various publications, including *Industrial Marketing Management*. Louise was appointed Associate Professor at Kedge Business School, France in September 2013 having previously worked at the University of Birmingham, UK.

Ray McDowell is the Head of Department for Business and Management at the University of the West of England in the UK. The Department numbers about 100 permanent staff across the range of management disciplines and means that Ray is managing business-to-business relationships pretty much every day of the week. This comes as no surprise to him; all business is about managing relationships and he learnt that very early in his professional life. That professional life began in the private sector and before pursuing an academic career he occupied positions at GEC-Marconi leading the company's involvement in a collection of international research collaborations. Those professional experiences fostered a particular interest in business-to-business marketing and relationships in particular that he has pursued ever since and which was magnified ten-fold as a consequence of his involvement with the work of the IMP Group of researchers.

Despite a role at the university that precludes as active an engagement with students as he used to have and that allows for as much involvement in business to business research as he'd probably prefer, he still gets a tremendous buzz from talking to companies about the sorts of business to business relationships they have.

He is constantly amazed at the number of times he hears company directors describe the relationship they would like to have (rather than recognising the relationship they actually have) and bemoan the fact that counterparts don't seem to treat them as they'd prefer. If only they all read business-to-business marketing books like this one.

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