

Praise for the Second Edition

I found that Brennan, Canning and McDowell's text was excellent for raising students' awareness and understanding of the most important concepts and phenomena associated with B2B marketing. Newer editions should prove even more successful by using several new case studies and short 'snapshots' to illustrate possible solutions to common B2B marketing dilemmas, such as the design and delivery of business products and services, the selection of promotional tools and alternative routes to market. The new edition also deals clearly with complex issues such as inter-firm relationships and networks, e-B2B, logistics, supply chain management and B2B branding.

Michael Saren, Professor of Marketing, University of Leicester

This textbook makes a unique contribution to business-to-business teaching: not only does it provide up-to-date cases and issues for discussion that reach to the heart of business-to-business marketing; it also brings in the latest academic debates and makes them both relevant and accessible to the readers. A fantastic addition to any library or course.

Judy Zolkiewski, Professor of Marketing, University of Manchester

The strength of this text lies in the interconnection of academic theory with real world examples. Special attention has been given to the role that relationships play within the business-to-business environment, linking these to key concepts such as segmentation, targeting and marketing communications, which importantly encompasses the role of personal selling as relationship/communications building and not just order taking. With good coverage of international cultural differences, this is a valuable resource for students of both marketing and sales.

Andrew Whalley, Lecturer in Business-to-Business Marketing, Royal Holloway University of London

The text provides an authoritative, up-to-date review of organisational strategy development and 'firmographic' market segmentation. It provides a comprehensive literature review and empiric examples through a range of relevant case studies. The approach to strategy formulation, ethics and corporate social responsibility are especially strong.

Stuart Challinor, Lecturer in Marketing, Newcastle University

This revised second edition offers an excellent contemporary view of business-to-business marketing. Refreshingly, the text is packed with an eclectic mix of largely European case studies that make for extremely interesting reading. It is a 'must read' for any undergraduate or postgraduate marketing student.

Jonathan Wilson, Principal Lecturer in Marketing, Anglia Ruskin University