



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

Ross Brennan, Louise E Canning, Raymond McDowell

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The **Second Edition** of **Business-to-Business Marketing** offers the same accessible clarity of insight, combined with updated and engaging examples. Each chapter contains a detailed case study to further engage the reader with the topics examined:

- Featuring updated case studies and a range of new examples
- Incorporating additional coverage of B2B branding and the B2B strategic marketing process, and issues of sustainability
- Extended coverage of Key Account Management
- Online lecturer support including PowerPoint slides and key web links

Drawing on their substantial experience of business-to-business marketing as practitioners, researchers and educators, the authors make this exciting and challenging area accessible to advanced undergraduate and to postgraduate students of marketing, management and business studies.

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