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For undergraduate and MBA courses in business-to-business marketing or industrial marketing.

Business Market Management explores the process of understanding, creating and delivering value to targeted business markets and customers. It provides an analytical framework for assessing customer value and a set of processes for translating knowledge of value into actionable marketing strategies and programs. Subject matter and examples draw on the authors' extensive management practice and academic research. The Second Edition makes it easier to teach and use value-based marketing by providing more detailed descriptions and practical examples of customer value assessment and value proposition design.