

Business-to-business Brand Management

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Focuses on sensemaking, decisions, actions, and evaluating outcomes relating to managing business-to-business brands including product and service brands. This book features chapters that address aspects of the marketing mix for business-to-business and industrial marketers. It includes papers that provide brand management insights for managers. EAN/ISBN : 9781848556713 Publisher(s): Emerald Group Format: ePub/PDF Author(s): Glynn, Mark S. - Woodside, Arch G. - N/A

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