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COMPLETE GUIDE TO B2B MARKETING: NEW TACTICS, TOOLS, AND TECHNIQUES TO COMPETE IN THE DIGITAL ECONOMY



Pearson Education (US). Hardback. Book Condition: new. BRAND NEW, Complete Guide to B2B Marketing: New Tactics, Tools, and Techniques to Compete in the Digital Economy, Kim Ann King, To succeed at B2B marketing today, you must excel across all areas: from getting your message out, to generating demand, to enabling sales teams. New technologies and new techniques make excellence possible. Now, top B2B marketer Kim Ann King brings together all the best practices and tools you need to make excellence...

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- Authored by Kim Ann King
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