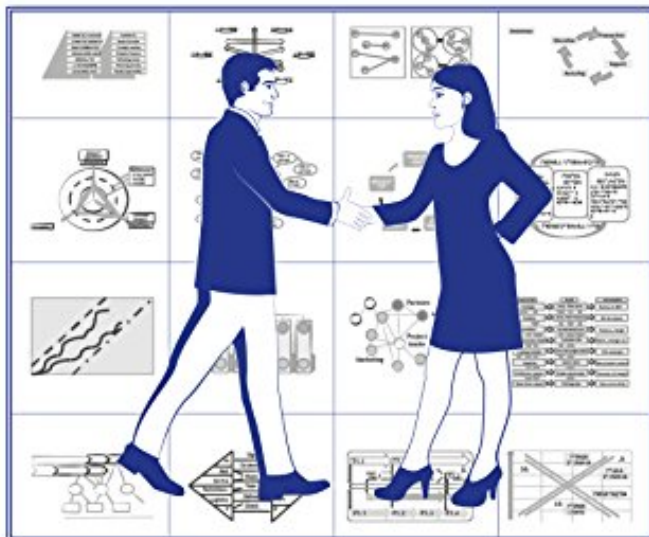


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# B2B Marketing: 16 Decisions, 86 Tools (English Edition)

Marc Diviné

## B2B MARKETING



 A2Z Innovation

*Par Marc Divin*

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### Description :

Prsentation de l'diteurAbout This BookHow do you analyze a B-to-B company ecosystem and select a business model? How do you initiate and manage RD with the product portfolio? How do you design a distribution network? How do you choose the media to enhance customers experience and support the sales staff? B-to-B marketing managers face specific decisions that have a major impact, as B-to-B (business-to-business) worldwide revenue is much larger than that of B-to-C (business-to-consumer). This book is a toolkit dedicated to marketing managers and students who want to join this community. It details 16 strategic and operational decisions and proposes 86 tools to guide decision-making. Example tools include the Role Map of Business Field Actors, the Purchase Process Model, the Ideation Sources and Impacts, the

Offerings Cube, the Product and Service Specification Table, the Priority Pricing Method, the Dealer Category Matrix, the CRM Content and Use Map, and the Customer Facing Triangle Method. Based on the experience of over 150 managers, this book also includes the most popular tools identified in the academic literature, such as the IMP, ARA, Ansoff, Porter, BCG, and ADL analysis models. This book offers a thorough means to evaluate a company's B-to-B marketing approach and helps to select tools to make practical decisions. This book will be regularly updated with new tools. We are pleased to invite you to become a contributor; you can reach the author and make suggestions for future improvements based on your experience ([marc.divine@a2z-innovation.com](mailto:marc.divine@a2z-innovation.com)).

**About Marc Divin** Marc Divin is the founder of A2Z-Innovation, a consulting and training company established in 2009 that specializes in B-to-B strategic development and sales revenue growth. He has held multiple executive positions in multinational SBF 120 companies in charge of business lines, operational marketing, and business development. Marc is an inventor and holds patents in the United States and Europe (five total). He has developed numerous strategies for new products and product specifications. He has also managed worldwide launch and customer relationship operations. Marc Divin was an Associate Professor of B2B Marketing and Management of Innovation at Paris University of Sorbonne. He teaches at Universities of Paris Sorbonne, Orsay at Saclay, Dauphine, Hano and Ho Chi Minh in Vietnam, and High Schools Ecole Centrale Paris, EPF, and Business School Neoma Rouen. His audience includes engineering or business students and business marketing managers. He earned his Ph.D. in engineering at ECP and MBA at HEC Business School, and holds a masters degree in e-Learning. Marc has authored graduate textbooks, published articles in academic journals, and presented at professional symposia on innovation, B-to-B Marketing, and virtual management.

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