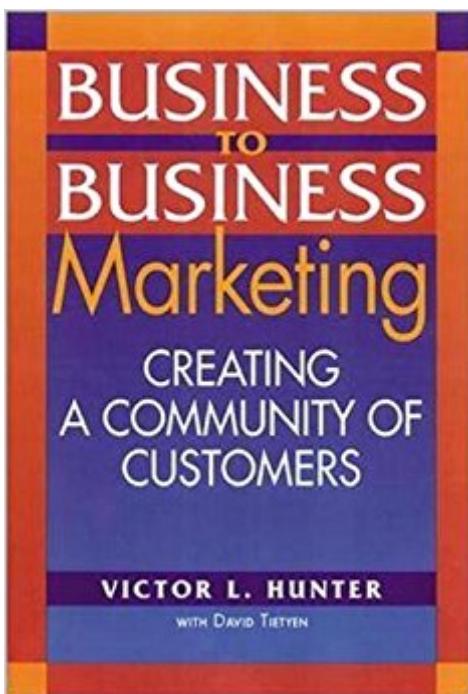


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Business To Business Marketing



Synopsis

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Customer Reviews

The need for a new way of doing business in today's customer-focused, customer-dominated marketplace is indisputable. The question isn't if, but how. The answers are here. *Business to Business Marketing: Creating a Community of Customers* is the first book to provide a comprehensive model for doing business in the new customer-focused environment and the

practical guidance for implementing profitable, customer-driven marketing programs. It draws on Vic Hunter's twenty-plus years' experience to give you all the bottom-line-oriented help you need to: Identify and measure the key economics of customer retention and what they mean for your business plans. Develop an integrated approach to maximizing the value of every customer contact. Assess customer needs and match them with your organization's core competencies. Evaluate and coordinate all the elements of your communications programs. Use the ten keys to database success to maximize your information-gathering activities. Create a customer community center that builds on a set of shared values and needs. Retain and cultivate your best customers. Acquire new business and new customers more cost effectively. Link internal and external communities in a profitable chain of business relationships. The need for a new way of doing business can be provided only by a new marketing vision. And that new vision is right here in *Business to Business Marketing: Creating a Community of Customers*.

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