

Preface

Welcome to the fourth edition of *Business Marketing: Connecting Strategy, Relationships, and Learning*. What makes this edition different, necessary?

For this edition, we had several goals:

- **Expand the coverage of services** and focus on the concept of "offerings" rather than product or services. This coverage is consistent with a service dominant logic of marketing.
- **Give students a glimpse of who does marketing** so they can see what their options are. One From the Field in each chapter is now a personal profile, written by a marketing practitioner about what he or she does. These boxes are also integrated into the chapter content in an effort to pique student curiosity and encourage reading of the sidebars.
- **Focus students on consideration of ethics**; we accomplished this objective by developing ethics-based discussion questions for each chapter, in addition to expanding coverage in the chapter. Each chapter also has at least one Business 2 Business box that considers ethics in relation to that chapter.
- **Incorporate more international or global examples and topics**. This text has always been well received in Europe and Asia; the requests for more global coverage come from U.S. users. We've accomplished this goal in two ways. First, one From the Field in each chapter has global examples or covers a topic of global importance. Second, we've expanded global examples within chapters.
- **Update pedagogical features** such as discussion questions, caselets, and cases. You will find at least several new discussion questions and a new caselet in each chapter.
- **New cases**, original to the text. In this edition there are six new cases, all original to this text. Cases are hard to come by, especially good ones. We hope you agree that these are the good ones!

Other changes to the book include:

Chapter 2—Stronger examples of relationships in business marketing, along with the latest research.

Chapter 3—Expanded coverage of supply chain management, including new topics such as strategic sourcing, and the impact of demand planning and the customer's customer on supply chain management. New trends in purchasing are also covered.

Chapter 4—Integrated individual buying theories for better understanding; included latest research on marketing to buying centers and how relationships form.

Chapter 5—Covers recent customer lifetime value methodology improvements, as well as updates segmentation approaches and tools to assess market potential.

Chapter 6—Provides a fresh look at forming a market orientation, including strategic perspectives derived from a customer “service logic.”

Chapter 7—Recent research on marketing/finance interface, marketing/selling issues, and customer-centric culture is covered.

Chapter 8—Service dominant logic is covered; emphasis is on “offering” rather than product development. Customer relationship management’s impact on new offering development is a focus, and the finances of new offering evaluation are clarified.

Chapter 9—Sharpens its focus on contemporary issues in channel management using construction and IT settings.

Chapter 10—Simplifies the approach to developing integrated marketing communications and gives increased emphasis to B2B brand building.

Chapter 11—Introduces topics such as event sponsorship, outdoor advertising effectiveness in B2B, and better coverage of media selection and creative development.

Chapter 12—Provides an updated view of online marketing, including SEM, e-mail within a permissions marketing context, and social media.

Chapter 13—Emphasis on sales as the position in which most students begin their B2B marketing career, along with discussion of the opportunity. Expanded coverage with strong examples of nonselling roles for salespeople, with special focus on customer knowledge responsibility. CLV-based segmentation strategy and effort allocation are also covered.

Chapter 14—Boosts its tutorial flavor on pricing tools and provides expanded coverage on negotiation.

Chapter 15—Greater focus on dashboards, as well as CLV-based metrics. Introduces concept of customer equity and ROMI (return on marketing investment).

Chapter 16—Incorporates recent research on CRM and streamlines coverage of several topics.

Teaching Features

Opening company profiles—we’ve retained this popular feature; however, in addition to updating favorite company profiles like BASF, we’ve written new profiles for new companies in at least half the chapters. We’ve also purposely searched for services providers in order to strengthen the services flavor of this text. Companies profiled are:

Chapter	Company	Comment
1	BASF	Updated
2	Cessna	Updated
3	Ericsson	New
4	WebEx	New
5	FedEx	Updated
6	Dell	New
7	Eaton	New
8	EMC	New; shift from Chapter 13

9	NEBS/Deluxe	Updated
10	Charrette	Updated
11	Tektronix	New
12	ZoomInfo	New
13	HP	New
14	DuPont	Updated
15	Rockwell	New
16	Plumtree/BEA	Updated

Learning objectives—each chapter opens with action-oriented learning objectives reflecting Bloom’s taxonomy. An excellent Test Bank has been created based on these objectives; however, you can also use these to create your own essay questions.

Personal profiles—as mentioned earlier, we’ve created personal profiles (one From the Field in each chapter) that illustrate what people actually do in business marketing. Our thanks to the following individuals for providing their personal profile.

Emily Tanner	E-Rewards
Brad Bischof	Stimulys Performance Marketing
Bobby Johnson	Tymco
Jeff Pedowitz	Eloqua
Kim Harris	dunnhumby USA
David Stein	Convergys
David Dubroff	Cypress Care
Tim Pavlovich	Dell
Ed Jaroszewicz	Ground Heaters
Patty Bloomfield	Northlich
Paul Taroli	CSC
Dave Allen	Jaap-Orr
Kurt Knapton	E-Rewards
Dan Ward	Reynolds + Reynolds
Bruce Culbert	i-Symmetry
Bernie Joyce	Harte-Hanks

Business 2 Business boxes—each chapter has at least two of these boxes which are designed to encourage students to reflect on the chapter material. At least one contains consideration of ethical issues related to the chapter material. *We find students will read and consider these questions if you will point out that exam questions are often based on these features.*

From the Field boxes—two, including one personal profile, are found in each chapter. The second From the Field includes greater depth of issues around technology and global considerations. Many of these are original to this text, based on our own interviews of business marketing practitioners.

Key terms can be found at the end of each chapter. Each key term is in bold print in the chapter’s sentence in which the definition is located. Further, each key term is also found in what is arguably the most comprehensive **Glossary** of any business marketing text. We’ve made a significant effort to include both academic terms and the jargon of the field.

Discussion questions—each chapter has at least 10, including two or more that focus on ethical considerations. We also attempt to integrate material across chapters in these questions.

Caselets—two or three follow each chapter; all are original to this book. These short cases are designed for homework or in-class use. The purpose is to provide opportunity for greater synthesis than in a discussion question without the depth of analysis of a full case. Some, though, do have data that must be analyzed.

Additional readings are provided for upper-level or graduate courses. These readings represent the most recent relevant research, and may also be used by students as a place to begin research on term papers.

Comprehensive cases are found at the end of the book. These full-length cases are designed to integrate material across several chapters. There are at least six new cases, three of which were written specifically for this book. Frankly, finding good, current business marketing cases is difficult, which is why we've written our own. We also encourage you to write cases and ask that you consider allowing us to incorporate them into future editions.

The *Instructor's Manual* contains several features that adopters will find useful as indicated below.

Lecture notes—we've included some ideas for class lectures based on our experience. We'd love to hear from you as to what works for you, so we can include that in future manuals (with credit of course!).

Case teaching notes—each professor teaches cases somewhat differently, but authors of cases have submitted teaching notes that can provide you with an idea as to how v students will respond to the case.

Slides—in the previous edition, John Thompson at TCU did a masterful job of creating slides that go beyond the exhibits in the book. This time around, though, we've also added more exhibits from the book so you will find more slides than ever before.

Answers—of course, we've got our answers to discussion questions, the B2B box features, caselets, and so forth.

Test Bank—this edition's Test Bank has been improved based on feedback provided directly from the people who use it in the classroom.