



B2B A to Z: Marketing Tools and Strategies That Generate Leads for Business-To-Business Companies

By Bill Blaney

Denham Publishing, United States, 2012. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. If you want to grow your business, you need to adopt the strategies Bill outlines in this book. David Meerman Scott bestselling author of The New Rules of Marketing and PR, now in over 25 languages from Bulgarian to Vietnamese. It was written in the stars that a man named Bill Blaney would write the best B2B marketing book ever! George Lois advertising legend and author of eight books, including Damn Good Advice (For People With Talent!) Blaney does a fantastic job of synthesizing traditional and digital marketing tactics and strategies and making them relevant for B2B marketers. In fact, I'd go so far as to say that Blaney's explanations of strategies and tactics are more clear and more grounded and focused on generating sales and profits than you might get from a more consumer focused book. Ivana Taylor Small Business Trends 4 1/2 out of 5 stars! I really enjoyed reading this book and bet you will to. Bill pulls no punches and tells it like it is. Jeff Ogden Marketing Made Simple...

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