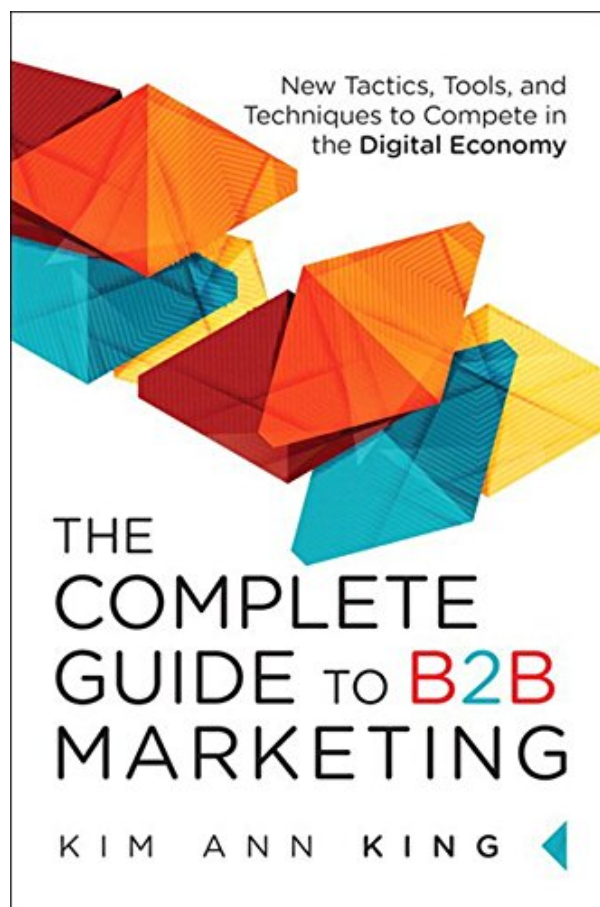
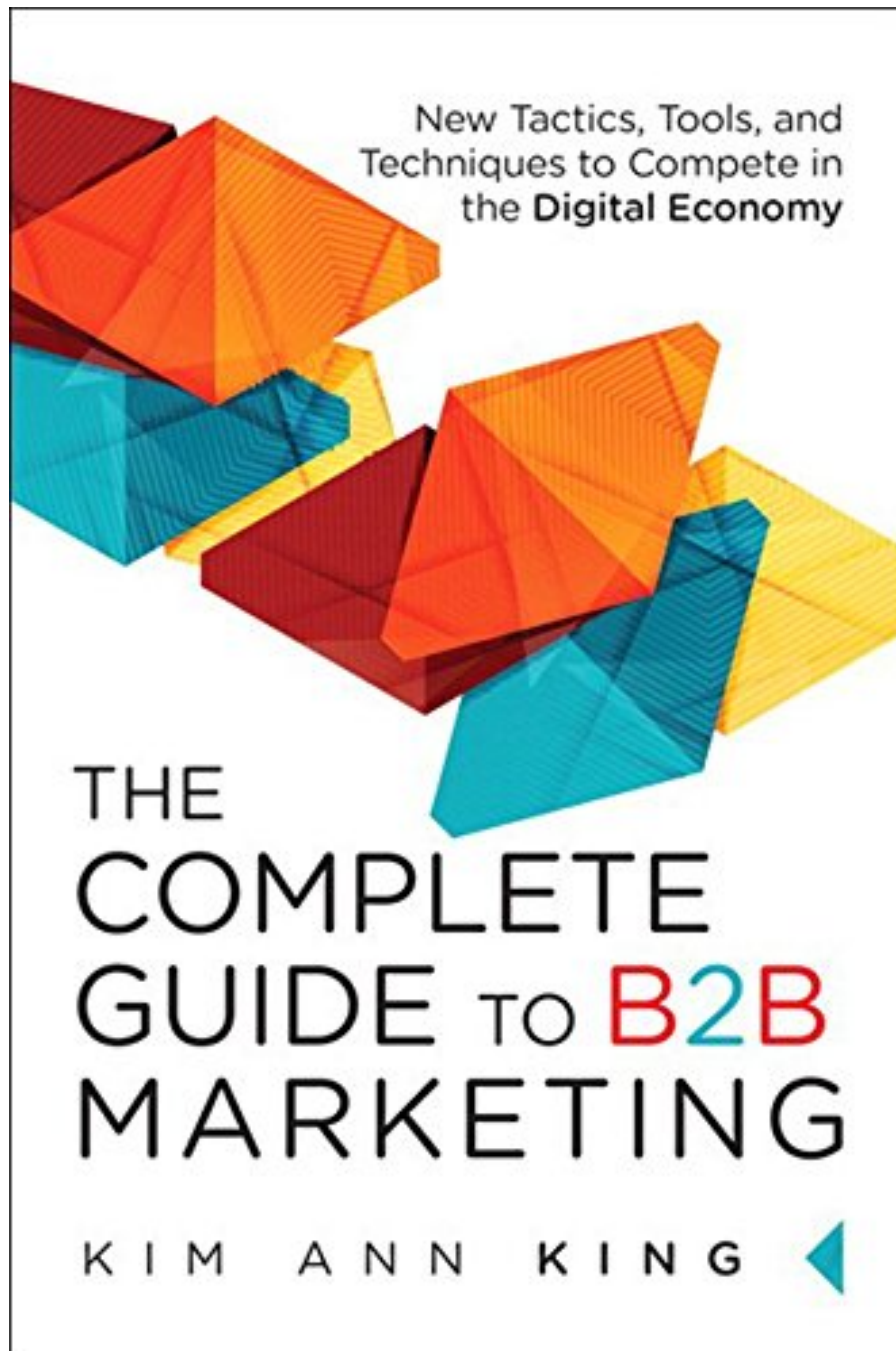


THE COMPLETE GUIDE TO B2B MARKETING: NEW TACTICS, TOOLS, AND TECHNIQUES TO COMPETE IN THE DIGITAL ECONOMY BY KIM ANN KING



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In *The Complete Guide to B2B Marketing*, King helps you succeed by focusing on the three pillars of cutting-edge B2B marketing: automation, personalization, and experimentation. Drawing on her pioneering experience at companies like Akamai and Open Market, King shows how to:

- Systematically assess your context and customer, via personas, profiles, and other powerful techniques
- Choose among today's panoply of marketing options, tools, and techniques
- Build a more agile B2B marketing organization, and link its goals more tightly to strategy
- More accurately estimate marketing spend and ROI
- Systematically optimize demand generation and many other key functions
- Leverage higher-value approaches to web/mobile, SEO, and customer community-building
- Gain more value from corporate standards and your creative services vendors
- Discover what worked and what didn't, and use this knowledge to improve more quickly

You'll find comprehensive, actionable resources, including best-practices checklists for every tactic, vendor checklists for evaluating new marketing technologies, a complete corporate marketing plan outline, and a start-to-finish marketing communications case study. If you're a B2B marketer, you'll find *The Complete Guide to B2B Marketing* invaluable – whatever your company's size, product, service, or industry.

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2 of 2 people found the following review helpful.

I highly recommend it!

By Darryl DeLong

The Complete Guide to B2B Marketing does a very impressive job of providing us with the latest tools and tactics to excel in all areas of B2B marketing from having the right messaging to demand generation. Being a marketer myself I was impressed with the amount of valuable information contained within this book. Lots of actionable advice that I found very helpful. I highly recommend it!

0 of 0 people found the following review helpful.

High Recommended for All B2B Marketers at Any Level

By Amazon Customer

After reading the synopsis of this book and the author's background, I was looking forward to reading it. I am a passionate marketer in the B2B space and enjoy staying current with the world of marketing not because I should, but because I find marketing in today's world very interesting. So important to for any successful marketer to stay on top of marketing today!!

Just one chapter into the book, I knew I made a great decision in purchasing Kim Ann's book. It was current, thorough and very applicable to my daily work life. I also enjoyed the tone and Kim Ann's writing style...not stuffy, stiff or boring. I have been in B2B marketing for almost 15 years and I picked-up so much from this book. I would recommend any B2B marketing professional, at any level, to pick-up this insightful book. Should the author write another marketing book, I would be very interested in purchasing it.

1 of 1 people found the following review helpful.

Five Stars

By Max C.

Great book for fundamental concepts / tactics of B2B Marketing. Wish the book were longer.

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