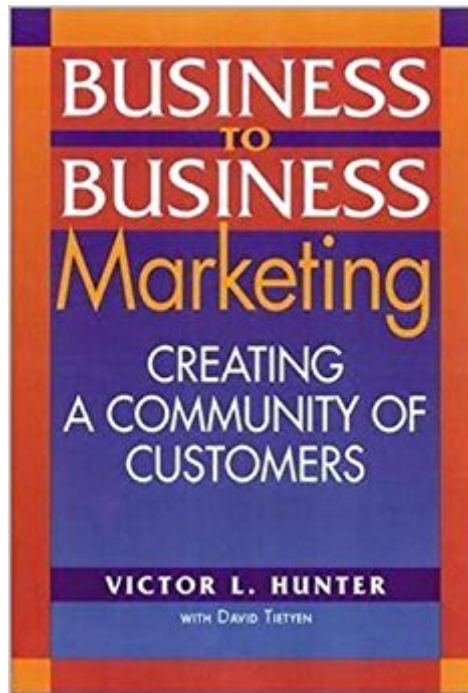




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# Business To Business Marketing



## Synopsis

"In a highly competitive global marketplace, this idea of "creating a community of customers" is truly an intriguing and insightful way to do business--both short- and long-term." -- Dr. Stephen R. Covey  
Covey Leadership Center "At last . . . Hunter and Tietjen have written a "must-read" implementation guide for business marketers!" -- Leonard A. Schlesinger  
George F. Baker, Jr., Professor of Business Administration Harvard University "This book is revolutionary. I'm convinced Vic Hunter and his associates have set the standard for business-to-business marketing in the 21st century." -- Bob Stone, Chairman Emeritus Stone & Adler, Inc. "What an exceptional book! . . . Truly innovative thinking and a must-read for any executive responsible for his or her company's marketing future." -- Chuck Tannen, President Target Conference Corporation "Two types of pioneers can alter the norms of how commerce succeeds: those who discover a better way and those who put that better way into practice. Hunter is one of the unique breed who meets both aspects of that definition. He has refined the art of database marketing and put it to use in solidifying business relationships." -- Edward L. Schmitz Director, New Business Development Shell Oil Products

## Book Information

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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*.

McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide

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