

Customer Reviews

1 Review

5 star: (0)
4 star: (1)
3 star: (0)
2 star: (0)
1 star: (0)

Average Customer Review

★★★★☆ (1 customer review)

Most Helpful Customer Reviews

4 of 4 people found the following review helpful:

★★★★☆ **A Businessman's Point of View**, May 23, 2004

By [Ken Miller](#) (Hauppauge, New York United States) - [See all my reviews](#)

In general, this book presents a very good practical approach to B2B marketing. It is based on real world experience. I gained new ideas on what's important in marketing products and services in the B2B world of business. The book focuses on building a marketing strategy based on a good understanding of the real value you bring to a customer. There is valuable insight on targeting the right customers for your products and services and on marketing tactics you can learn to make sure you spend your marketing and sales dollars wisely. There are a lot of helpful hints and guidelines to help in structuring your sales efforts. I recommend this book for all B2B executives and Sales and Marketing professionals responsible for marketing products or services to other businesses.

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