



Book review

I always open a new marketing book which purports to tell me what I've been doing wrong all these years with great trepidation. However, having known Robert Bell and Louis Zacharilla for some time, I thought it might at least be worth bumbling through the preface and contents page. When I finally did get round to opening the book, I was horrified on two counts: firstly, I couldn't put the thing down until I got to the last page (I was disappointed that page 148 was empty), and secondly it really let the cat out of the bag on what needs to be done to get business (any business) properly underway without fuss or ado – or in their terms, BS.

This is an excellent and practical guide to marketing your services business to business. The book is full of great examples of where (how and why) things go wrong and provides practical ideas of how to put them (or get it) right. Since completing my Chartered Institute of Marketing Diploma many years ago, I've been a fan of the practical application of real marketing and there isn't a Boston or an Ansoff Matrix anywhere to be seen in this book – which is to both the

authors' credit. At \$34.95 this is a must for marketers new and old.

Anver Anderson reviewed *B2B without the BS, The Business-to-Business Sales and Marketing Manual* by Robert Bell and Louis Zacharilla, ISBN 0-9744523-0-0 www.alananthony.com



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RadioScape,
1 Albany Terrace, Regents Park, London NW1 4DS, UK
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