



Business Marketing: Text and Cases

Krishna K Havaldar

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The 4th edition of Business Marketing extensively updates all concepts and adds to it new concepts such as Supply chain strategies, and Multi-attribute decision making. The text provides the reader with content and examples to ensure that students are introduced to concepts which are utilized in today's businesses.

Features:

1. Topical additions such as Supply Chain Strategies, Vendor (Supplier) Analysis, Multi-attribute decision making, Innovation Management, Business Marketing Segmentation and Organisational demand analysis among others
2. 10 New Chapter-end cases which cover different aspects such as Organizational Buying, Managing Channel Conflict , Developing New Customers, Customer retention and Strategic Planning among others
3. Comprehensive Online Companion Website (OLC) to include Power Point Presentations® (more than 300 slides) and Case Notes (For Integrated Book-end Cases)

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