

Business Marketing: Text and Cases

By 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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