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Handbook of Business-to-Business Marketing Lilien, Gary L., Petersen, Andrew J., Wuyts, Stefan, 2022-07-15 This path breaking Handbook is targeted primarily at marketing academics and graduate students who want a comprehensive overview of the academic state of the business to business marketing domain It will also prove an invaluable resource for forward thinking business to business practitioners who want to be aware of the current state of knowledge in their domains

Professional Services Marketing Handbook Nigel Clark, 2015-04-03 The market for professional services and consulting firms is changing driven by evolving and more demanding client requirements Legal accountancy and other professional services firms are now looking for a new breed of leaders with the insight to help deliver those requirements Professional Services Marketing Handbook published in association with the Professional Services Marketing Group is for marketing and business development professionals sales specialists and a firm s technical practitioners who want to play a fuller role in their firm's obsession with client relationship development to increase their impact and influence Featuring international case studies and best practice from industry leaders and experts such as Allen Overy Baker McKenzie PwC Kreston Reeves and White Case Professional Services Marketing Handbook explains how to become a complete client champion the voice of the client to both shape and deliver a firm s client solution and experience It helps marketers develop a growth strategy for their firm understand and connect with clients more deeply and develop and manage client relationships to build successful brands Contributing Authors Richard Grove Director of Marketing Business Development Communications Allen Overy LLP Daniel Smith Senior Business Development and Marketing Manager Asia Pacific Baker McKenzie Claire Essex Director of Business Development and Marketing Asia Pacific Baker McKenzie Clive Stevens Executive Chairman Kreston Reeves Louise Field Head of Client Service Insight Bird LLP Tim Nightingale Founder Nisus Consulting Ben Kent Managing Director Meridian West Lisa Hart Shepherd CEO Acritas Nick Masters Head of Online PwC Alastair Beddow Associate Director Meridian West Dale Bryce President Asia Pacific Professional Services Marketing Association Gillian Sutherland Director Global Key Account Management Buildings Places AECOM Susan D aish Business Relationship Director MacRoberts LLP Dan O Day Vice President Thomson Reuters Elite Matthew Fuller Director of Marketing and Business Development EMEA White Case LLP Amy Kingdon Marketing Communications Director UK Europe Atkins Eleanor Campion Communications Executive UK Europe Atkins Jessica Scholz Business Development Manager Freshfields Bruckhaus Deringer Germany Giles Pugh Principal SutherlandsPugh

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