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Der Verkaufspreis in der Industrie

Die Marketingpraxis für die Bestimmung der Preisobergrenze

Springer-Verlag **1 Einführung in die Probleme der Preisbestimmung.- 10 Die unternehmerische Bewertung der Preisbestimmung.- 11 Die Preisbestimmung als Teilfunktion des Marketings.- 110 Allgemeine Marketingaspekte der Preisbestimmung.- 111 Grundziige der Entscheidungstheorie.- 112 Die Entscheidungstheorie im Marketingbereich.- 113 Die Problematik der Bestimmung des Marketing-Mix.- 12 Die grundlegenden Schwierigkeiten bei der Preisbestimmung.- 120 Der Widerstreit zwischen vor gegebener Rentabilitat und zunehmendem Wettbewerb.- 121 Schwachen der Organisation und der Methode.- 122 Die einander entgegengesetzten I.**

Handbook on Business to Business Marketing

Edward Elgar Publishing **This insightful Handbook provides a comprehensive state-of-the-art review of business-to-business marketing. It supplies an overview and pioneers new ideas relating to the activity of building mutually value-generating relationships between organizations ð from businesses to government agencies to not-for-profit organizations ð and the many individuals within them. Comprising 38 chapters written by internationally renowned scholars, this Handbook presents perspectives of a variety of issue areas from both an academic and a managerial perspective (state of theory and state of practice). The material in this compendium includes theoretical and practical perspectives in business-to-business marketing, marketing mix and strategy, interfirm relationships, personal selling and sales management, technology marketing, and methodological issues central to business-to-business markets. Published in conjunction with Penn State's Institute for the Study of Business Markets, this extensive volume will expand research and teaching in business-to-business marketing in academia and will improve the practice of business-to-business marketing for firms in the industry. This path-breaking Handbook is targeted primarily at marketing academics and graduate students who want a complete 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.**

The B2B Agenda

The Current State of B2B Marketing and a Look Ahead