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B2B TECHNOLOGY MARKETING (PAPERBACK)



Taylor Market Intelligence, Inc., United States, 2013. Paperback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****. Marketing technology products to business customers is a distinct discipline. It doesn't resemble consumer-facing tech marketing at all. It's not even the same as business-to-business (B2B) marketing in general. B2B technology marketing requires a completely different way of thinking about customers, products, and markets, mostly because these factors are in a permanent state of flux. This book..

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- Authored by MR Hugh Taylor
- Released at 2013



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