
Preface

The creation of economic value in business-to-business (B2B) markets far surpasses value creation in business-to-consumer (B2C) markets. In Germany, the largest European economy, the ratio is about three to one. Interestingly, this is not reflected in balance of attention mainstream marketing scholars and professionals have given to B2B marketing.

This book is the first in a four volume series *Mastering Business Markets*, which are based on corresponding German language books. This volume, “Fundamentals of Business-to-Business-Marketing,” focuses on key market processes and the basic components of B2B marketing, including customer buying behavior and business market research. The next three volumes focus on different aspects of the development and implementation of business marketing strategies: Volume 2 deals with “Developing Marketing Programs for Business Markets”; Volume 3, which has already been published, is on “Business Relationship Management and Marketing”; and Volume 4 is on “Business Project Management and Marketing.” Together, these volumes cover all the activities, processes, methods, and strategies required to understand and analyze business markets and to develop and implement effective business marketing strategies.

We would like to thank a number of people for their invaluable contributions. First, we thank all the authors who contributed to this volume, as well as all the other researchers who have been involved in preparing material for the volumes, especially Prof. Dr. Frank Jacob, ESCP Europe, Campus Berlin. At Springer, Dr. Prashanth Mahagaonkar has done a fine job as our copy editor. In addition, our research assistants Antonia-Ioana Sintu and Tuba Bulut have done excellent work in designing the figures and tables. Finally, our research associate Marie Blachetta rendered outstanding service in coordinating and managing the editing process. Of course any remaining mistakes are the responsibility of the editors.

Berlin, Germany
Berlin, Germany
Sydney, Australia
Berlin, Germany
November 2014

Michael Kleinaltenkamp
Wulff Plinke
Ian Wilkinson
Ingmar Geiger

Fundamentals of Business-to-Business Marketing

Mastering Business Markets

Kleinaltenkamp, M.; Plinke, W.; Wilkinson, I.; Geiger, I.

(Eds.)

2015, VII, 330 p. 126 illus., Hardcover

ISBN: 978-3-319-12462-9