

Second Edition

# Business Marketing

## Concepts and Cases

This book provides conceptual inputs that help one make wise choices in their marketing strategies, whether corporate clients or individuals. While the significance of marketing and the value of creating brands overall is well established, the power of B2B marketing specifically remains an untapped territory with the potential to add value to the marketing strategies of both B2B organisation or B2C organisation equally.

The invisible hand of B2B runs in the entire value chain of the company, though all-pervasive, yet invisible. This book highlights various dimensions of B2B marketing strategies.

The examples and anecdotes quoted in this textbook are reflective of the companies in India and is an excellent source of learning for not only students in India, but equally for global audiences, as the universal aspect of these case studies can see their learnings being applicable across a wide spectrum of marketing strategy challenges.

This book is full of real-life examples with an easy-to-read style; it has been widely used as course material in IIM Ahmedabad, XLRI School of Management, IIM Kashipur, and IIM Ranchi.

In the second edition of the book three new cases have been added, with now a total of 32 cases covering a wide array of B2B marketing with depth.

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Dr Sarin has about 45 years of professional experience including several consultancy assignments in marketing and strategic management. He also has been conducting training programs for senior and middle-level business executives. He has published many research articles in national and international journals and authored two books.

He was named amongst the top five teachers of business management in India by Business Standard, a leading business daily newspaper in India.

He was honored with the 'Lifetime Achievement Award' by Higher Education Forum, Mumbai, in 2017 and IIM Indore in 2022 for his contribution to education.

Dr Sarin is also widely known as the creator of the concept of "Marketing Fair"—an innovative data collection market research tool that is today in its 43rd year since conception—and has been adopted by many other leading educational institutes and acknowledged by Globally Renowned Marketing Gurus like Philip Kotler and Theodore Levitt.



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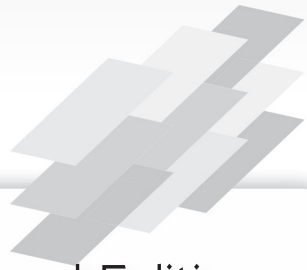
## Concepts and Cases

Sharad Sarin



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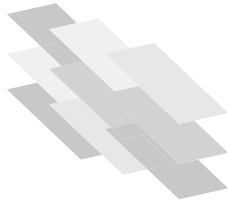


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