

Business-to-Business (B2B) Marketing

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Are you in B2B? You most likely are. Although most textbooks and popular examples of marketing deal in consumer markets, most business (and thus most of marketing) takes place between companies, or B2B (aka “Industrial Marketing”). If you had studied traditional marketing texts, you probably found yourself ill-equipped to deal with the issues specific to B2B marketing. True, some of the basic concepts of consumer marketing do apply to B2B—but if you are a B2B marketeer, you should have at your disposal a strong set of specific analytical tools. Through this course, you will develop an understanding of the distinguishing characteristics of decision-making in business-to-business marketing, and acquire and apply analytical tools to support these decisions.

Wednesdays, 7:00 - 8:50 p.m.

5 weeks, 1 unit

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Iddo Hadar has over fifteen years of strategy experience in many segments of the high-tech industry, including software, computers, semiconductors, and aerospace. His experience combines industry and consulting work (with Booz, Allen & Hamilton) in technology strategy, marketing strategy, and strategic investment. He received his undergraduate degree in Management-Economics from Tel-Aviv University and his MBA from Stanford GSB.