



Business-to-Business Marketing (BUS 27)

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The Evolution of the Marketing Framework

■ The Four P's

- Product
- Price
- Place
- Promotion

■ The Four C's

- Customer Need
- Cost to Use
- Convenience
- Communication

The NEW Four P's

- Positioning
- Pricing
- Packaging
- Partnering

■ *Selling*

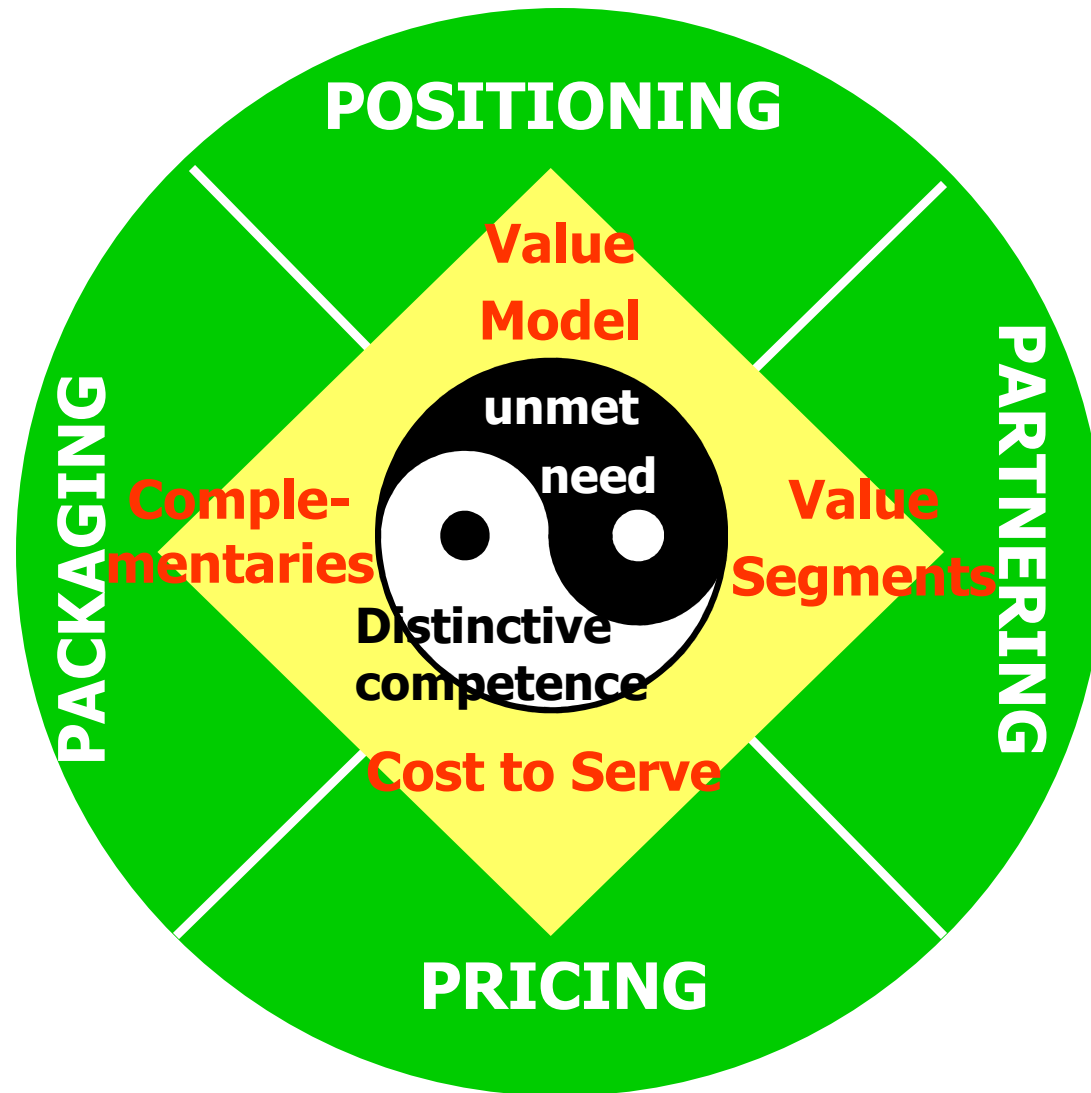


Tactical Marketing

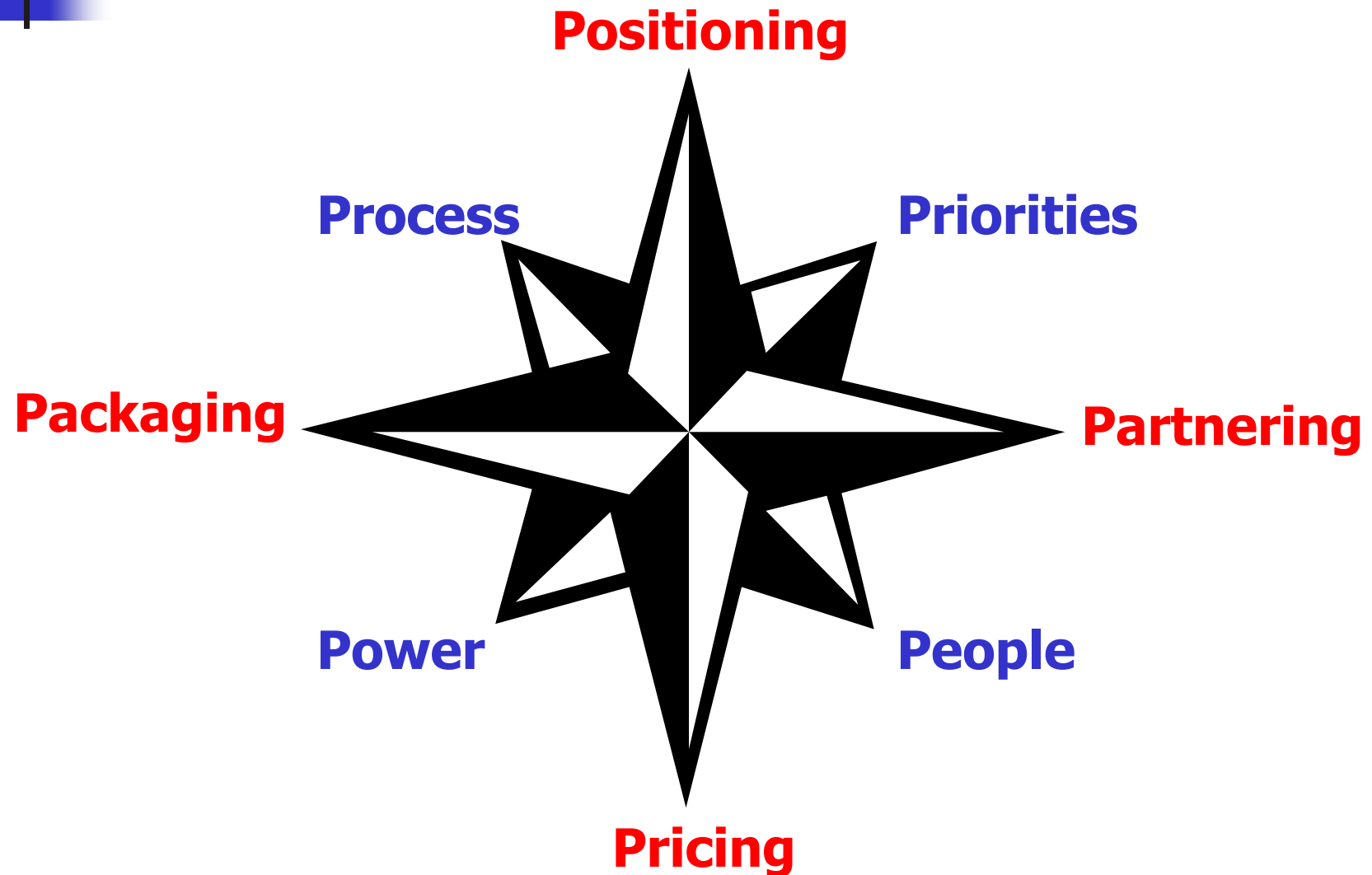


Strategic Marketing

The New New B2B Marketing Framework



Implementing the Marketing Strategy

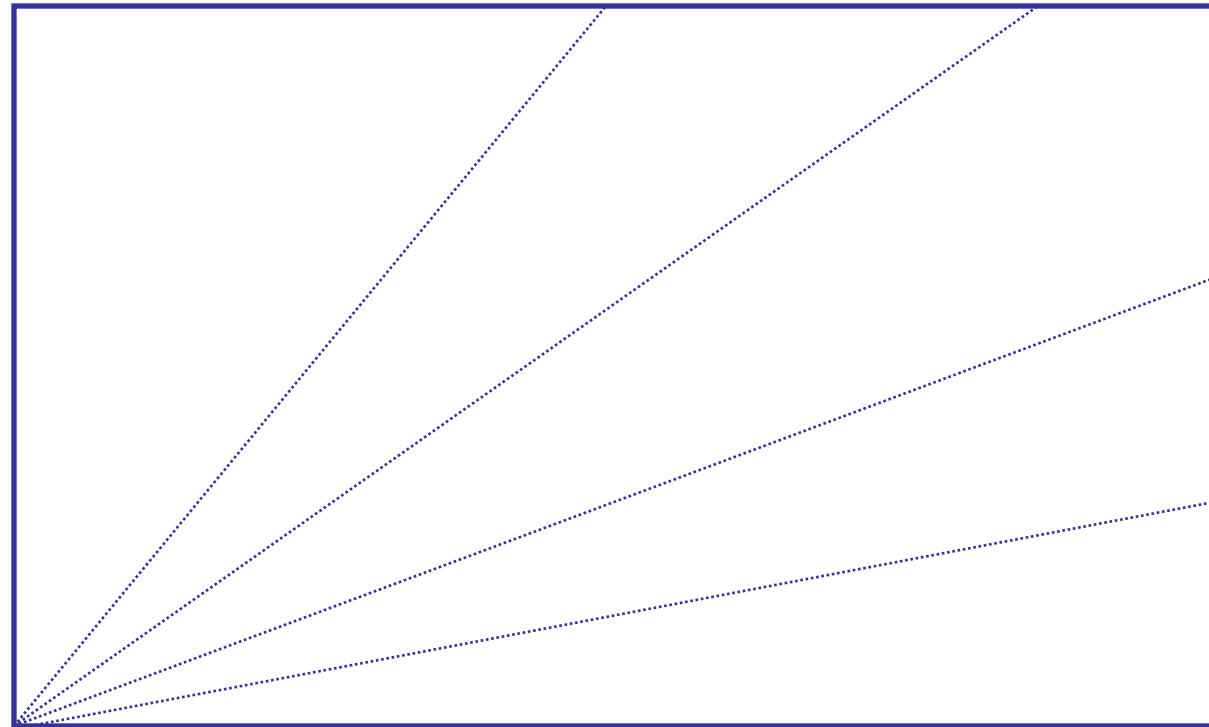




Price/Value Space

Price

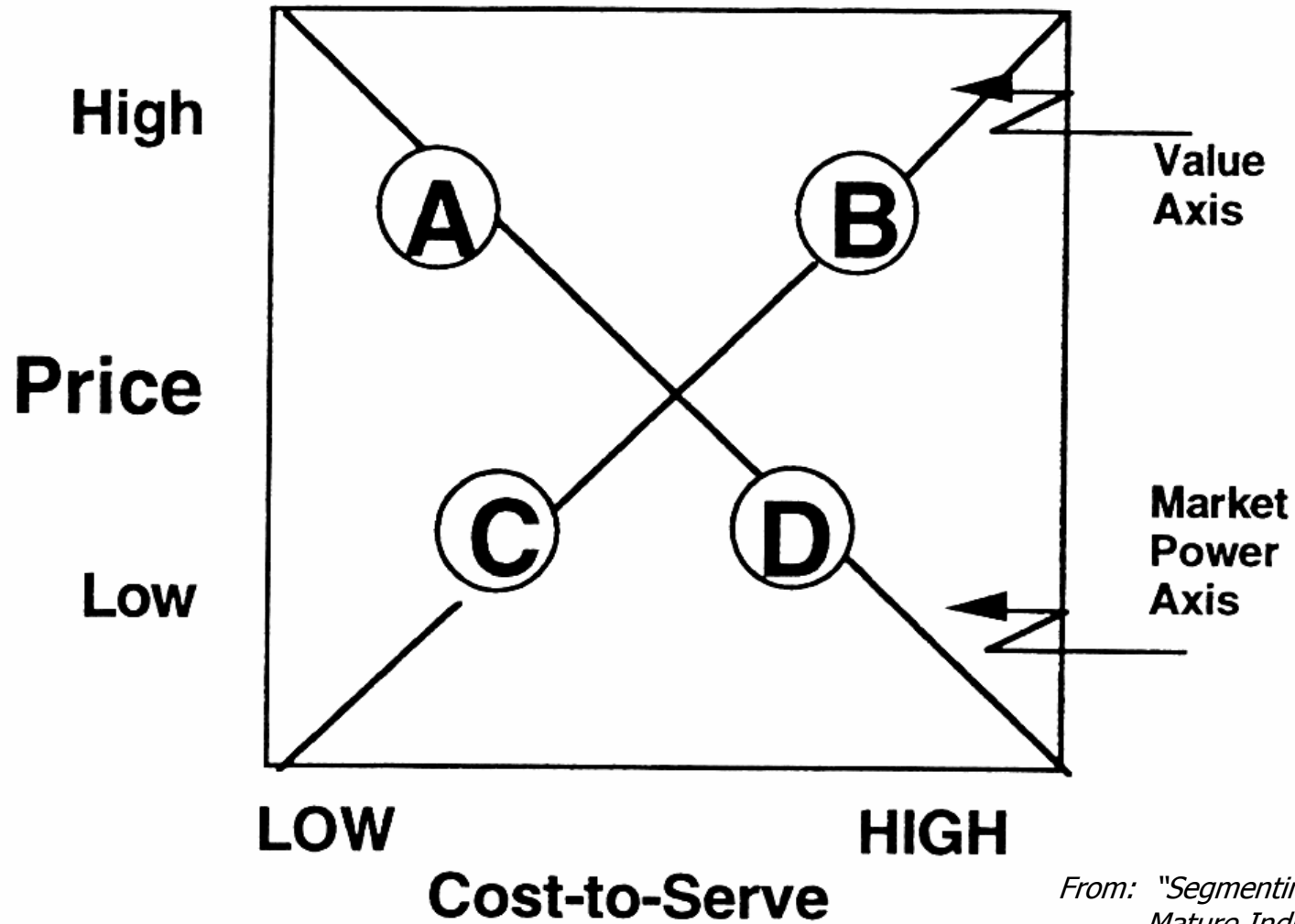
- lifetime cost in use
- as perceived by customer



Value

- total value contribution
- as perceived by customer
- “translated” into customer economics

Integrated Approach



From: "Segmenting Customers in Mature Industrial Markets," Rangan 5.6