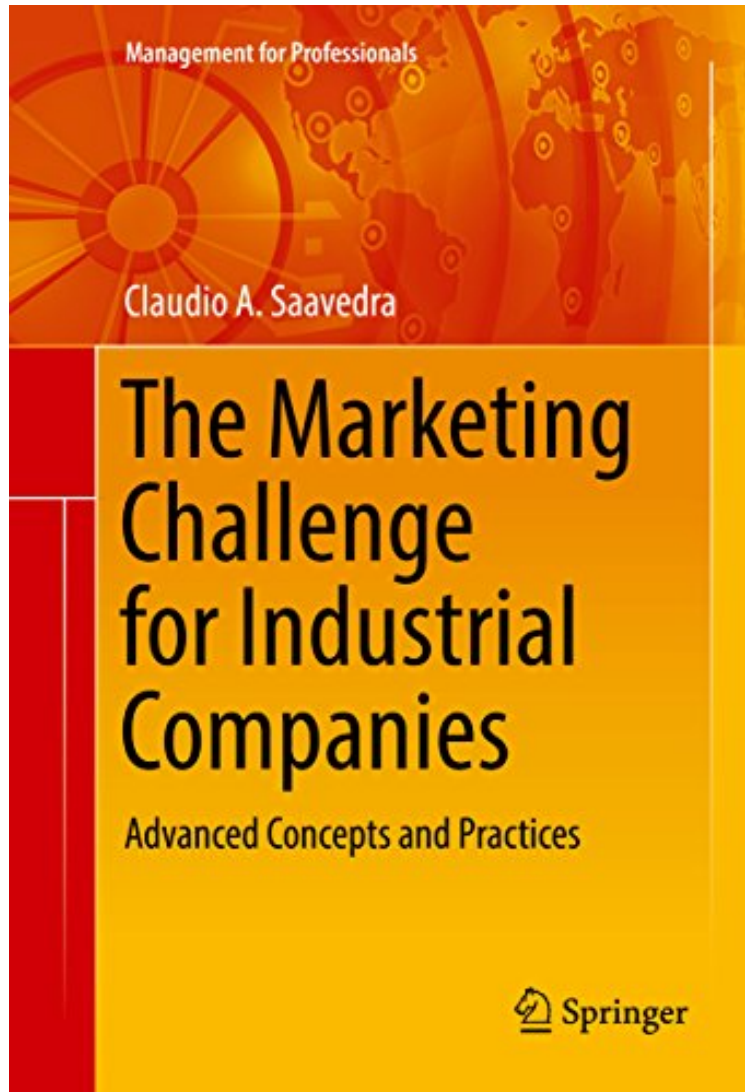


[Mobile library] The Marketing Challenge for Industrial Companies: Advanced Concepts and Practices (Management for Professionals)

The Marketing Challenge for Industrial Companies: Advanced Concepts and Practices (Management for Professionals)

Claudio A. Saavedra

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Claudio A. Saavedra : The Marketing Challenge for Industrial Companies: Advanced Concepts and Practices (Management for Professionals) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Marketing Challenge for Industrial Companies: Advanced Concepts and Practices (Management for Professionals):

0 of 0 people found the following review helpful. A comprehensive out-of-the box thinking guide!By Walter DoelfelThis book is different. In a good way of 'different',The first four chapters are, in my view, a

paradigm shock. The author convincingly exposes his view on business purpose, on technical progress and on the technical orientation that Industrial Marketing must have. Then, somewhat oddly, a fourth chapter turns into a market research manual. It goes into very detailed aspects of technical market research, which might appeal to the more hands-on managers. The Segmentation chapter, however, is a masterpiece of modern business strategy. I should mention here that this might be the best introduction to what the author calls 'niching'. Chapter six is about product development. I understand that the author wanted to familiarize marketers with the sort of things engineers do in the lab. However, I feel that this chapter is too heavy on the consumer marketer and too light for the RD engineer. Chapter seven is an unusual addition to your typical marketing book since it shows a rather cartesian method to organize an international technical sales team. Very clever. Chapter 8 is a very sophisticated treaty on technical sales. One tool presented here is the Project Map, which if implemented and maintained properly can have consequences for nearly everyone in the company. Chapter 9 is downright tedious (Industrial Distribution), but it does a good work arguing that all distribution options should be aligned with the product life cycle and other variables that I don't recall now. Chapter 10 is my first experience with brainy branding, and it even made clear to me why brands exist at all. I also learned that there is a thing called 'expensive branding mistakes' in B2B marketing. Chapter 11 is a case for value-based pricing. The novelty I see here is a concept called 'the reference price' and its upper and lower band. It also shows how the quality of the sales force affects the price. Chapter 12 is a welcome 'project management' check-list on new product launch. It encompasses all the marketing activities mentioned in the book placed on a Gantt chart. Extensive logistical and operational check lists are included as bonus. Summing up, a book to buy, read, keep and consult for years to come. A major addition to the otherwise lean B2B marketing literature.

1 of 1 people found the following review helpful. I personally liked the segmentation and product launch chapters. By Derek Snow
Colossal book. It is philosophically bound to provide long term advantage for industrial manufacturers who put the end-user at the center of business strategy. I personally liked the segmentation and product launch chapters. Segmentation is shown here as B2B niche quest and development, one which is working beautifully for the company where I work at. On the other hand, the author emphasises that industrial market research must be forcefully done by the business unit by visiting customer (especially end-users!) experience. This is really a good piece of literature that we analyse in our weekly meetings. It is helping us see the light after years of commoditization in our markets. Five out of five stars because there are no six stars rating.

2 of 2 people found the following review helpful. This is an excellent book, not only for marketing managers but for ...
By Claudio Poblete
This is an excellent book, not only for marketing managers but for CEOs too. Almost every page I read generated questions about how I was performing my job and how my company is facing the future in its market. It's important to highlight the Discovery Team methodology. This concrete tool opens the mind about the way companies could create benefits for their costumers in a regular basis. This is not 'fast reading' book, because of the kind of thoughts it stimulates in every chapter.

This book discusses the differences between consumer marketing and industrial marketing, as well as the challenges faced when putting each into practice. It identifies important distinctions in terms of product functionality, market research concepts and techniques, market segmentation, pricing, sales force and product launch. Furthermore, it reviews significant variations concerning other issues such as branding, distribution, product development and the organizational structure of the commercial department. Each chapter features both authoritative, novel concepts suited for global application and hands-on protocols. By presenting these concepts and their implementation, this book is the first of its kind in the field to help practitioners avoid using consumer-marketing techniques that could in fact be inappropriate for and detrimental to an industrial company strategy.

From the Back Cover
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About the Author
Dr. Claudio Saavedra is a Professor of Advanced Industrial Marketing at NORDAKADEMIE Graduate School, Hamburg. Professor Saavedra has also conducted teaching and workshops for US-American Louisville University in Panama and for Pontificia Universidad Catoacutela de Chile. In addition, he has been invited as a speaker in international seminars in conjunction with other global Industrial Marketing Centres, such as triple-accredited Grande Ecole EMLYON Business School in France and The Corporate Development Institute in North Carolina, USA. He has also been actively involved in business through international consultancy and direct experience as a senior manager in industrial companies for over 15 years. His prior experience in line management and his on-going

consulting practise has proved to be highly useful for the real-world applicability of his academic thinking. As a researcher, he has developed novel concepts and B2B marketing techniques for practitioners. Among these are: Industrial Market Research (copy; The Discovery Team), Industrial Market Segmentation, Technical Product Development, Technical Product Market Launching, Industrial Distribution, Technical Product Branding, Pricing in Industrial Markets, and Business to Business relationship. He has authorship in topics such as intercompany relationship metric bonding and the metrical evaluation of industrial salesforce performance. After his Bachelor education in Chile and New York and his Masters's Degree in a co-joint programme with Wharton Business School, Pennsylvania, USA, Claudio Saavedra obtained his Ph.D. from Dartmouth College, USA. He later pursued post-doctoral work at Universiteacute; de Genegrave;ve in Switzerland.