



# The Fundamentals of Business-to-Business Sales & Marketing

*John Coe*

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B2B sales and marketing executives have been hard-hit by increasing sales demands, plummeting budgets, and highly touted techniques that promise more than they deliver. *The Fundamentals of Business-to-Business Sales & Marketing* shows executives how to integrate traditional B2B selling methods with effective and proven new technologies.

Covering database marketing, microclustering, accurate ROI measurement, and more, this no-nonsense book provides a dynamic, hands-on approach for selling more while spending less, and meeting today's relentless revenue and margin demands.



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