



# Handbook of Business-to-Business Marketing (Elgar Original Reference)

By Gary L. Lilien, Rajdeep Grewal

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This insightful *Handbook* provides a comprehensive state-of-the-art review of business-to-business marketing. It supplies an overview and pioneers new ideas relating to the activity of building mutually value-generating relationships between organizations - from businesses to government agencies to not-for-profit organizations - and the many individuals within them.

Comprising 38 chapters written by internationally renowned scholars, this *Handbook* presents perspectives of a variety of issue areas from both an academic and a managerial perspective (state of theory and state of practice). The material in this compendium includes theoretical and practical perspectives in business-to-business marketing, marketing mix and strategy, interfirm relationships, personal selling and sales management, technology marketing, and methodological issues central to business-to-business markets. Published in conjunction with Penn State's Institute for the Study of Business Markets, this extensive volume will expand research and teaching in business-to-business marketing in academia and will improve the practice of business-to-business marketing for firms in the industry.

This path-breaking *Handbook* is targeted primarily at marketing academics and graduate students who want a complete overview of the academic state of the business-to-business marketing domain. It will also prove an invaluable resource for forward-thinking business-to-business practitioners who want to be aware of the current state of knowledge in their domains.

**Contributors:** M. Ahearne, S. Albers, K.D. Antia, R. Banerjee, R. Baxter, J.T. Beck, M. Bergen, T. Bornemann, D. Bowman, K. Bradford, S.P. Brown, F. Cespedes, J.D. Chandler, R.K. Chandy, R.G. Cooper, A.T. Coughlan, G.E. Cressman Jr, S. Dutta, L. Fahey, S. Ganesan, M. Ghosh, S. Gopalakrishna, A. Griffin, E. Haruvy, H. Ho, C. Homburg, S. Jap, G. John, W.J. Johnston, K. Joseph, K.L. Keller, P. Kotler, V. Kumar, S.K. Lam, S.E. Lorimer, R.F. Lusch, M.K. Mantrala, D. Marinova, J.J. Mohr, N.A. Morgan, R. Oliva, R.W. Palmatier, J.C. Prabhu, S. Ray, W. Reinartz, A. Rindfleisch, L.K. Scheer, D.E. Schultz, S. Sengupta, V. Shankar, J. Singh, P. Sinha, S. Slater, R.J. Slotegraaf, R.E. Spekman, R. Srinivasan, G.J. Tellis, R.J. Thomas, C. Van den Bulte, R.

Varadarajan, S.L. Vargo, R. Venkatesan, B.A. Weitz, A.G. Woodside, S. Wuyts,  
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### About the Author

Edited by **Gary L. Lilien**, Distinguished Research Professor of Management Science, The Pennsylvania State University, US and **Rajdeep Grewal**, Irving & Irene Bard Professor of Marketing, The Pennsylvania State University, US

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