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Business Marketing: An Interaction and Network Perspective

By Möller, Kristian K. / Wilson, David T.

Book Condition: New. Publisher/Verlag: Springer Netherlands | Changing Views of Business Marketing This book aims to provide an in-depth understanding of long-term business relationships in industrial markets. During the late 1980s our view of business relationships on business marketing changed remarkably. From a single-transaction oriented, market mechanism-based description of marketing and purchasing, we are moving into domestic and international buyer-seller relationships. In academic terms, we are experiencing a broadening of the paradigms that describe how companies interact. This change in focus has its roots in the recognition that business marketing is frequently characterized by long-term interaction, cooperation, and coalitions between participant firms. The forces of quality, total cost management, and the need to decrease response times in new product/service development all are combining to accelerate the trend towards strategic relationships. In increasingly global markets, different forms of strategic alliances provide ways of joining forces in attempts to reach goals beyond any single firm's resources. Also, our way of seeing the corporate environment is changing. In stead of the traditional view of markets or industries as constituted by independent companies operating mainly through market competition, we are starting to realize that markets can be more realistically defined...



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