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DRIVING DEMAND: TRANSFORMING B2B MARKETING TO MEET THE NEEDS OF THE MODERN BUYER



PALGRAVE Okt 2015, 2015. Buch. Book Condition: Neu. 236x155x23 mm. Neuware - Carlos Hidalgo provides a clear roadmap and framework on how B2B organizations can implement change management and transform their Demand Generation. Case studies and excerpts from B2B marketing practitioners and ANNUITAS clients who have transformed their organizations and how they accomplished this change are incorporated throughout the book. 204 pp. Englisch.

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- Authored by Carlos Hidalgo
- Released at 2015



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