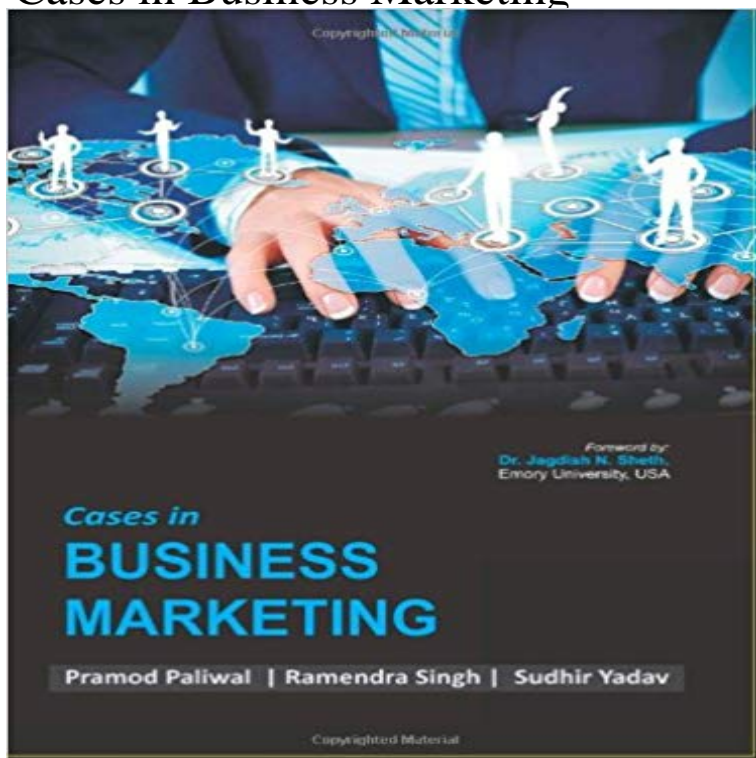


Cases in Business Marketing



Cases in Business Marketing aligns with the need of emerging business education. The focus of the cases is on contemporary management thinking and subject-areas that reflect the real business marketing issues. The cases are written to make the readers discuss, strategize and implement policies/methods of resolutions. Cases in Business Marketing is a welcome addition to the important area of Business Marketing. While numerous theories have been put forward geared towards understanding markets there is a paucity of good case studies giving best practices and real-world examples. I read the book with extraordinary interest and can say without any hesitation that the quality of writing, depth of issues raised and the amount of supportive material provided in every case is truly exemplary. The book is an invaluable resource for teachers, students and practitioners of business marketing. I would very enthusiastically recommend it to my colleagues! Dr. Raghunath Singh Rao, Faculty of Marketing; McCombs School of Business, University of Texas at Austin, USA It is heartening to see that post liberalization, scholars, practitioners and even media has expressed tremendous interest in researching and analyzing marketing trends and issues in various sectors that deal with intermediate users. An important way to learn rules of the B2B marketing games is to discover from others experiences. The insight available in Cases in Business Marketing will enable both the students and executives to appreciate the essence of Business Marketing. Mitul Thakkar, Principal Correspondent The Economic Times

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