



Business Market Management: Understanding, Creating, and Delivering Value: International Edition, James C. Anderson, James A. Narus, Das Narayandas, Pearson Prentice Hall, 2009, 0132089963, 9780132089968, . Written for undergraduate and MBA courses in business-to-business marketing or industrial marketing, this text explores the process of understanding, creating and delivering value to targeted business markets and customers. It provides an analytical framework for determining value..

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