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CONTENTS List  
offigures and  
tables xiv About  
the autbor xvi  
Preface xvii ... The  
new B2B marketing  
mix 15 Marketing  
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18 Reference 21 03

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An example of an audit is shown by this example of the use of marketing activities by a B2B company, which although strong at the top-of-funnel in terms of activities used, is less strong



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in the middle and  
bottom-of-funnel  
nurture and re-  
targeting activities.

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continued move to  
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Jeremy Wood, VP  
product marketing  
at Hootsuite,

stresses how much  
this release

underlines the  
huge appetite for a  
platform like

Instagram  
expanding its B2B  
capabilities. "This

new update  
demonstrates a

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real customer-first perspective that hinges on really listening to your audience and responding to feedback," he says.

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business models  
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Noting that many marketing models and approaches have become less relevant and applicable for the current business context, Hall, a marketing specialist with experience in

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services marketing

who also runs

public courses and

in-company

training, presents a

guide to modern

aspects of business-

to-business (B2B)

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including new

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