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Customer Relationship Management 44 So, What Does the New Sales Coverage Model Look Like? 47 ... Distributors, Business Partners, Et Al. 135 Summary 140 ... B2B sales and marketing methods have seen some changes (who would have thought of the Internet in 1979?), but there are still far too many things that have stayed the same.

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Professor Waldemar Pfoertsch, Kotler makes a case for brand management in business-to-business (b2b) marketing as well. The core proposition in the book is that in the new globalized world "being known" rather than "being one of many" is the need of the hour.

B2B Brand Management | Philip Kotler | Springer

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