



B2B E-Commerce Handbook: How to Transform Your Business-to-Business Global Marketing Strategy

Matt Haig

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* Packed with practical advice, ideas, international cases, examples and screen shots

The rapid development of B2B e-marketing shows that the Internet is not just a new place to do business but constitutes a whole new method and model for commerce. Compared to the unpredictability of the B2C sector, B2B has emerged as the most solid and fertile area of e-marketing. This new book explains how almost any online company can successfully incorporate a business-to-business component.

The chapters includes information on topics like:

- * B2B basics;
- * B2B web design/Intranets and Extranets;
- * B2B branding;
- * Marketing via search engines;
- * B2B advertising;
- * B2B e-mail marketing;
- * And a B2B marketing dictionary.

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