B2B MARKETING BOOK CLUB

B2B Marketing Book Club

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dedicated to finding and sharing the works of the industry's leading authors. No f
information you needs to take your marketing efforts to the next level.

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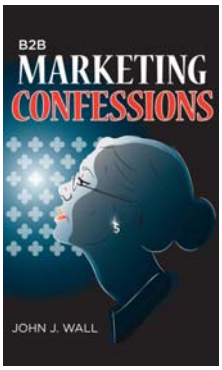

B2B Marketing Confessions

By John J. Wall

| 80 views

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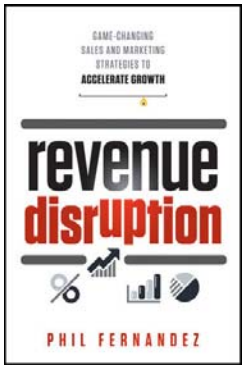

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By Phil Fernandez

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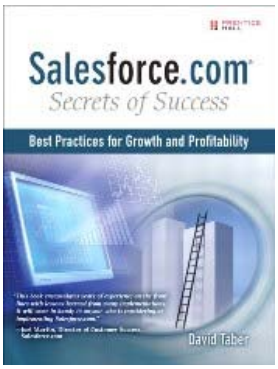

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By David [illegible] and David W. Stewart

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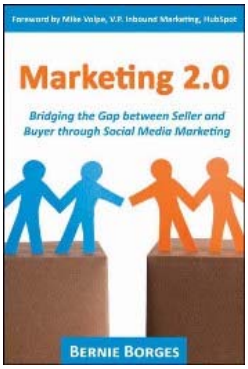

Marketing 2.0: Bridging the Gap between Seller and Buy[illegible] Social Media Marketing

By Bernie Borges

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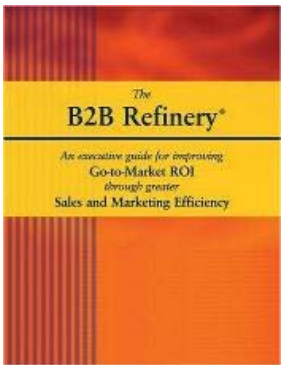

The B2B Refinery: An executive guide for improving Go-[illegible] through greater Sales and Marketing Efficiency

By J. David Green and Michael C. Saylor

| 670 views

J. David Green and Mike Saylor's book, The B2B Refinery, suggests that comp[illegible] go-to-market operations as an oil refinery in order to increase ROI.

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