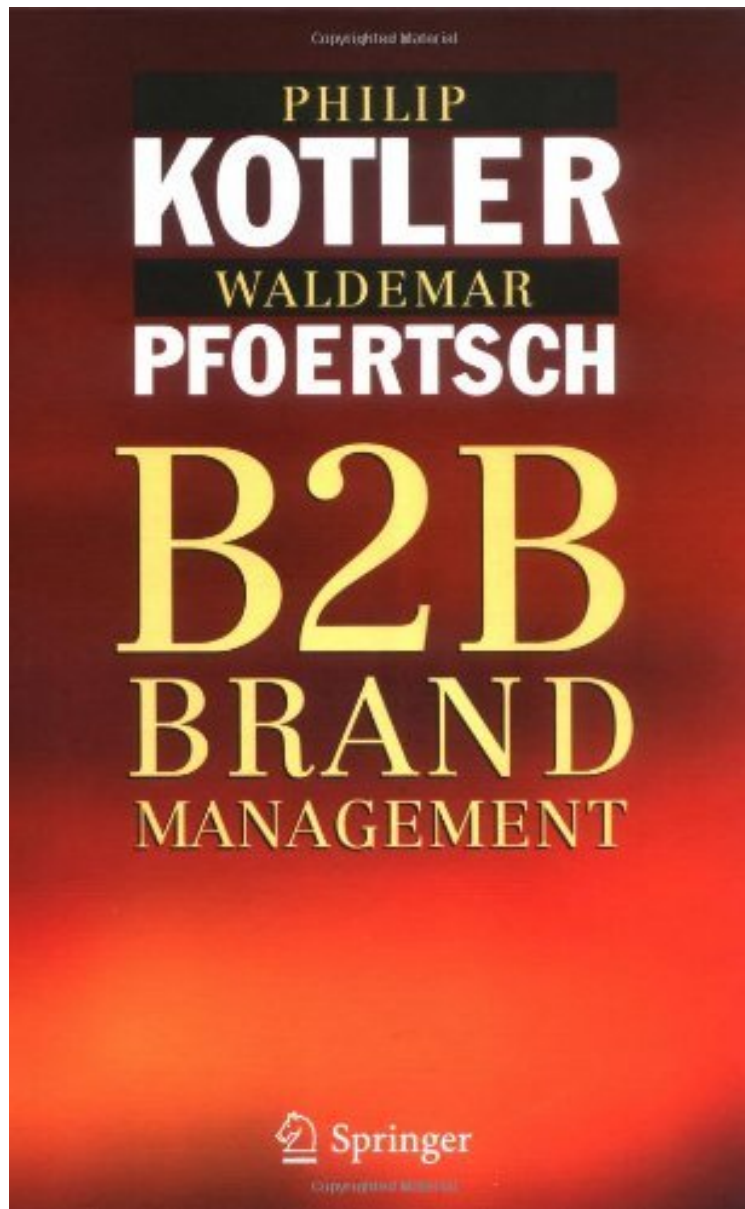


(Ebook pdf) B2B Brand Management

## B2B Brand Management

*Philip Kotler, Waldemar Pfoertsch*  
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**Philip Kotler, Waldemar Pfoertsch : B2B Brand Management** before purchasing it in order to gage whether or not it would be worth my time, and all praised B2B Brand Management:

5 of 6 people found the following review helpful. Less than promisedBy Jayme KopkeGiven the lack of good content on B2B marketing, not to mention B2B branding, and Mr Kotler's reputation, I was expecting much from this book. It was a disappointment. As said by a previous reviewer, the book doesn't really concentrate on the B2B field, using

many well known examples of consumer brands. This wouldn't be a problem if these cases were used to present a contrast to the real B2B ones, helping to clarify the specificities of B2B branding, but I couldn't find anything like this in the book. The application of branding concepts (mostly derived from D. Aaker's work) to the B2B arena remains superficial. And many typos and inconsistencies show a less than rigorous edition work. 11 of 11 people found the following review helpful. Good for inspiration, hard for practise

By Claudio Saavedra It is good to have, finally, professional efforts to grasp the notion of B2B branding. I find that the Kotler-Pfoertsch book is worth buying, reading and studying. B2B practitioners will find new and useful concepts, but i would recommend a few ideas for the following editions:

1. The book needs to organize the myriad of terms and definitions that are spread all around the chapters. I counted more than 50 different terms for branding management just placed somewhere and highlighted in bold case. It is a bit disconcerting.
2. B2B examples need to be real hard core industrial ones. Most of the examples come from "retail-close-enough" marketing efforts that are much easier to work since they are closer to the final consumer (Samsung, Fedex, Intel, Michelin, Phillips, Domino's Pizza, UPS, Citibank, UBS, DHL, Caterpillar, Bosch, Mercedes, Marriott, etc). However, Tata steel is an excellent case, as well as some German ones. I wonder about replacing some examples with a few that are far back in the industrial chain: Codelco (copper), Gerdau (Steel), Alcan (aluminum), etc.
3. I have often wondered why branding theory, in particular branding positioning, tries to run in parallel with the company's overall positioning. It is as if having "a life on its own", which in industrial markets is a dangerous thing to propose.

Claudio Saavedra, MBA., PhD Professor of Industrial Marketing Santiago - Chile [...]

0 of 0 people found the following review helpful. Guidebook for B2B sales

By Rolf Dobelli Philip Kotler, one of the fathers of modern marketing, and Waldemar Pfoertsch do not push the branding envelope in this book, but it is nevertheless a useful text on B2B branding - and in fact on branding in general. They illustrate their points with numerous, interesting and relevant real-world examples, as well as with a surfeit of diagrams and charts, and they go into great detail about the nuances of brand building, maintenance and architecture. Unfortunately, the book's real strengths make the noticeable typos especially jarring. getAbstract recommends this work to students and to early-career marketers who want to understand why and how businesses need to build better brands.

This is one of the first books to probe deeply into the art and science of branding industrial products. The book comes at a time when more industrial companies need to start using branding in a sophisticated way. It provides the concepts, the theory, and dozens of cases illustrating the successful branding of industrial goods. It offers strategies for a successful development of branding concepts for business markets and explains the benefits and the value a business, product or service provides to industrial customers. As industrial companies are turning to branding this book provides the best practices and hands-on advice for B2B brand management.

From the reviews: "Just received my copy of B2B Brand Management - what a beautiful piece of work! Thank you for this advancement to our practice! (Ralph A. Oliva, Executive Director, Institute for the Study of Business Markets Professor of Marketing, Smeal College of Business, Penn State University) "Proliferation of similar products, increasing complexity of customer needs (moving from stand-alone products to solutions), and high price pressures will force b2b marketers to focus on brand building. If you are a b2b marketer already thinking along those lines, then this book is the weightiest corroboration you could have asked for." (TMCnet, October 2006) "When it comes to marketing, there is no name bigger than Phillip Kotler. hellip; In this book, co-authored with hellip; Professor Waldemar Pfoertsch, Kotler makes a case for brand management in business-to-business (b2b) marketing as well. hellip; The core proposition in the book is that in the new globalized world lsquo;being knownrsquo; rather than lsquo;being one of manyrsquo; is the need of the hour. hellip; How does branding help in overcoming hellip; challenges? The authors offer a huge list-it helps with differentiation hellip; ." (Business Today, October, 2006) About the Author Philip Kotler is the S.C. Johnson Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University, Evanston, Illinois. He received his Master's Degree at the University of Chicago and his PhD Degree at MIT, both in economics. He did post-doctoral work in mathematics at Harvard University and in behavioral science at the University of Chicago. Professor Kotler is the author of: Marketing Management: Analysis, Planning, Implementation and Control, the most widely used marketing book in graduate business schools worldwide; Principles of Marketing; Marketing Models; Strategic Marketing for Nonprofit Organizations; The New Competition; High Visibility; Social Marketing; Marketing Places; Marketing for Congregations; Marketing for Hospitality and Tourism; The Marketing of Nations; Kotler on Marketing, Building Global Biobrand, Attracting Investors, Ten Deadly Marketing Sins, Marketing Moves, Corporate Social Responsibility, Lateral Marketing, and Marketing Insights from A to Z. He has published over one hundred articles in leading journals, several of which have received best-article awards. Professor Kotler was the first recipient of the American Marketing Association's (AMA) "Distinguished Marketing Educator Award" (1985). The European Association of Marketing Consultants and Sales Trainers awarded Kotler their prize for "Marketing Excellence". He was chosen as the "Leader in Marketing Thought" by the Academic Members of the AMA in a 1975 survey. He also received the 1978 "Paul Converse Award" of the AMA, honoring his original contribution to marketing. In 1989, he

received the Annual Charles Coolidge Parlin Marketing Research Award. In 1995, the Sales and Marketing Executives International (SMEI) named him "Marketer of the Year". Professor Kotler has consulted for such companies as IBM, General Electric, ATT, Honeywell, Bank of America, Merck and others in the areas of marketing strategy and planning, marketing organization and international marketing. He has been Chairman of the College of Marketing of the Institute of Management Sciences, a Director of the American Marketing Association, a Trustee of the Marketing Science Institute, a Director of the MAC Group, a former member of the Yankelovich Advisory Board, and a member of the Copernicus Advisory Board. He has been a Trustee of the Board of Governors of the School of the Art Institute of Chicago and a Member of the Advisory Board of the Drucker Foundation. He has received honorary doctoral degrees from the Stockholm University, University of Zurich, Athens University of Economics and Business, DePaul University, the Cracow School of Business and Economics, Groupe H.E.C. in Paris, the University of Economics and Business Administration in Vienna, Budapest University of Economic Science and Public Administration, and the Catholic University of Santo Domingo. He has traveled extensively throughout Europe, Asia and South America, advising and lecturing to many companies about how to apply sound economic and marketing science principles to increase their competitiveness. He has also advised governments on how to develop stronger public agencies to further the development of the nation's economic well-being. Waldemar Pfoertsch currently holds the position of Professor for International Business at the University of Pforzheim, and he is visiting lecture at the Executive MBA Program of the Liautaud Graduate School of Business, University of Illinois at Chicago. In addition he is an Online Tutor for MBA Program International Management University Maryland College Park and at the Steinbeis University in Berlin. He received two Master Degrees (economics business administration) and his Doctorial Degree in social science at the Free University Berlin. He did his post-doctoral work in industrial planning at the Technical University Berlin. His latest publication in German cover the areas of Business-to-Business Marketing, Brand Management and Ingredient Branding, I also published: Living Web and Internet Strategies. In preparation is Blogs: The new business language. He also published several articles in German, Chinese and English language on international management issues. Professor Pfoertsch has consulted for such companies as DaimlerChrysler, HP, IBM, and many medium size corporations in Europe, Asia and North America in the areas of international marketing and brand management. He is on the advisory board of various companies and non profit organizations. His other teaching positions had been at the University of Cooperative Education Villingen-Schwenningen, Visiting Associate Professor at Kellogg Graduate School of Management, Northwestern University and Lecturer for Strategic Management at Lake Forest Graduate School of Management. Prior to his teaching appointments, he was a Management Consultant for international consulting companies. In this position, he has traveled extensively throughout Europe, Asia and North America working with companies in developing international strategies. His earlier positions include being an Economic Advisor to the United Nations Industrial Development Organization where he worked as an advisor to the government on how to develop internationally competitive industries. He also worked for many years in the automation industry, serving automotive companies.