

Bruno Grbac

B2B MARKETING

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The scientific monograph and university textbook entitled *B2B marketing* was published in 2013 by the Faculty of Economics of the University of Rijeka and Promarket, Rijeka on 316, B5-format pages with a hard cover.

Its author Professor Bruno Grbac, Ph. D., is as full professor of marketing and a scientific advisor. He has authored, co-authored and edited 23 books in the field of marketing management, international marketing and consumer behavior. His scientific work has been published in several Croatian and international peer-reviewed journals and proceedings from international scientific conferences.

B2B marketing is a scientific book and university textbook that is intended to be used by graduate and postgraduate students in the field of marketing. But it is not limited only to this public. In addition, it is intended for organizations that both directly and indirectly practice business-to-business marketing. The book discusses the business concept that focuses on the exchange between organizations in the B2B market. However, it also stresses that B2B marketing – business-to-business marketing – is not just about the output of products but, moreover, about products/services that are used as inputs in further product/service production.

B2B marketing was reviewed by two scholars: Professor Marcel Meler, Ph. D., full professor and sci-

entific advisor at the Faculty of Economics, University of Osijek, Croatia, and Professor Ivan Mencer, Ph. D., full professor and scientific advisor at the Faculty of Economics, University of Rijeka, Croatia.

Research results are presented in eight parts. Each part consists of three to four chapters devoted to several topics.

Part One deals with the nature of the B2B market and examines its characteristics, structure and sources of demand. It also discusses target market selection in the B2B market.

Part Two is entitled *B2B market research and sales forecasting*. In this part, the author elaborates upon the information system for market research, the fields and process of market research as well as upon B2B market sales forecasting.

Part Three explores the forces that influence B2B customer behavior: environmental forces, organizational forces, buying centre forces and the personal characteristics of individuals involved in the B2B buying process.

Part Four part analyzes B2B buyers. This is discussed through B2B customer buying types and buying process. Emphasis is placed on the need to approach the B2B buyer analysis as a multidimensional and interactive process.

Marketing management in the B2B market is the title of Part Five. The author highlights the importance of strategic orientation in the B2B market and the need for properly managing marketing activities. He goes on to discuss the selection of strategic and tactical orientation, the implementation of an adequate marketing organizational structure and the implementation of marketing control activities.

Part Six explains how a product policy is defined through an organization's tactical decision-making in creating and delivering value. It examines price as a product's key value determinant, and elaborates on value delivery. Finally, it discusses the characteristics of marketing communication in the B2B market.

Part Seven, entitled *Establishing relationships between strategies and tactics*, highlights the relationship between strategy and tactics and stresses the need to implement balance scorecards (BSC) and strategic maps in organizations.

The final part, Part Eight, focuses on the importance of recognizing the development of new relationships in the B2B market. It explains the influence of environmental dynamics on organizations, highlighting the need for conceptualizing relationships and collaboration in the B2B market. Furthermore, supplier relationship management and customer relationship management are discussed as trends in the B2B market.

In the book, learning objectives are listed at the beginning and discussion questions at the end of each of its eight parts. These questions will help readers check how well they have understood the text and will be of assistance especially to students in checking their knowledge. Figures

in the book are intended to help elaborate on certain topics and assist the reader in comprehending the topic in a more structured way. At the end of the book, there are references listing 135 scientific and popular books and papers that were used in creating the text. Web addresses consulted in compiling the text are also provided.

In his book, the author combines a theoretical and a practical approach to implementing B2B marketing in developed market economies and, by relating this to the current situation in Croatia, he has made the topic more comprehensible to the reader. In addition, the author provides a plethora of practical explanations and numerous citations to help explain the nature and the essence, and especially the need to develop B2B marketing in Croatian business practice. The book looks at up-to-date trends in the B2B market, and emphasizes the need for adopting a strategic approach in organizations. Also, it offers practical advices about applying strategic approach in organizations operating in the B2B market.

Furthermore, this book contributes to B2B marketing knowledge building by providing a comprehensive and unbiased overview of different practices an organization operating in the B2B market can apply. Furthermore, it also offers insights into ways that organizations can implement such practices. Challenges of applying B2B marketing are adequately addressed and possible solutions offered. So, managers may find this book highly applicable and easy to use both in everyday business and when having to approach an issue from a strategic point of view. Unfortunately, this book is available in Croatian only, thus limiting its usability.