

# **Business Marketing Management B2b Hutt Speh**

**Business Marketing Management B2b Hutt Speh** - Business Marketing Management: B2B - Kindle edition by Michael D. Hutt, Thomas W. Speh. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Business Marketing Management: B2B. Hutt's teaching and research interests are concentrated in the areas of business-to-business marketing and strategic marketing. His current research centers on the marketing-finance interface, particularly the application of financial portfolio theory to customer management. Business Marketing Management: B2B. A well-balanced mix of cases equips students with a variety of hands-on applications. With its complete and timely treatment of business marketing, BUSINESS MARKETING MANAGEMENT minimizes the overlap with other marketing courses. It is an excellent text for undergraduate as well as MBA-level courses. Business Marketing Management: B2B 10th Edition By Michael D. Hutt (Author), Thomas W. Speh Product Details Paperback Publisher: Cengage Learning India (2012) Language: English ISBN-10: 813151675X ISBN-13: Product Dimensions: 9.9 x 8.1 x 1.4 inches.