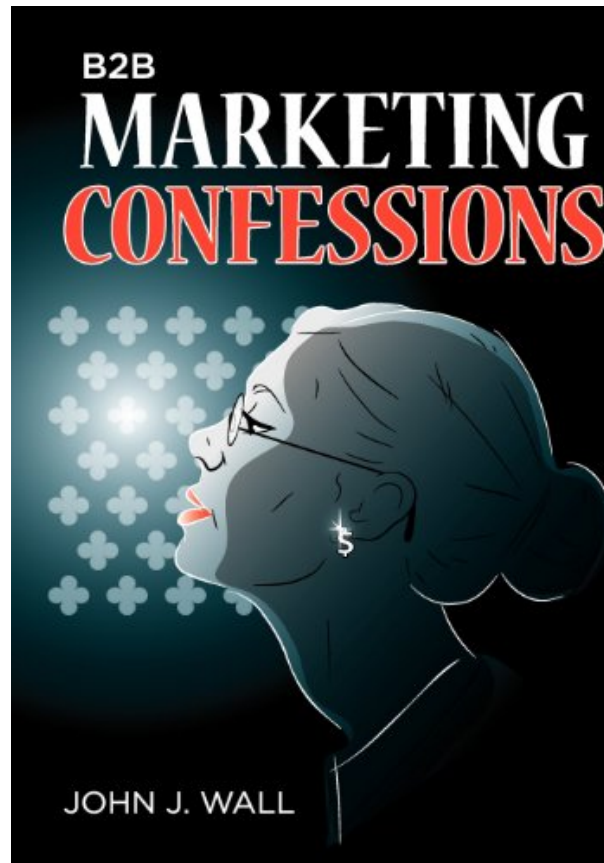


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Star Rating: 4.5 out of 5 - San Francisco Book Review"...one of the many wonderful things about B2B Marketing Confessions: it is accessible and useful to everyone."

"B2B Marketing Confessions is exceptional. Wall describes everything you could ever want to know about the modern-day marketing process. Whether you are a professional marketer or an entrepreneur with a big idea and no employees (yet), you should read this book. I have no doubt that you will find Wall's advice easy to understand and exciting to put to use."

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What's the Truth About Marketing? Contrary to the popular belief that marketing is advertising, listen to the confessions of an insider to learn how marketing affects every step of the customer lifecycle. From product design, to building awareness, selling, and keeping customers happy, this book covers all the basic principles and gives you tactics, tips and tricks to succeed (including best practices for Salesforce.com)!

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- Binding: Hardcover
- 188 pages

Features

- Used Book in Good Condition

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Most helpful customer reviews

2 of 2 people found the following review helpful.

Like Marketing Over Coffee (MOC), but even better!

By JMW

B2B Marketing Confessions is a useful (and ultimately profitable) read for everyone from small business owners that do it all to highly specialized marketing professionals that think they know it all.

If you already know John's work and look forward to MOC every Thursday morning, you will not be disappointed by B2B Marketing Confessions. It's fast and is filled with truly "insider tips" for conducting world class marketing.

I love Marketing Over Coffee, but B2B Marketing Confessions is even better for 2 reasons:

1. More comprehensive: MOC often focuses on cutting edge marketing topics (like integrating your social media analytics into your customer database to auto-populate your webinar slides...). B2B Marketing Confessions certainly has that kind of information but it also covers the nuts & bolts of successful marketing

and could easily be the last book on marketing that a small business owner ever buys

2. More Thorough: Because of the Marketing Over Coffee format, John & Chris move fast during their podcasts, which is great and definitely part of MOC's success, but sometimes less tech savvy people, like me, are left wanting a bit more detail on how to "actually do that." In B2B Marketing Confessions, John takes a little more time to get into the nitty gritty of things. You're left feeling 100% confident that you can pull off some pretty clever and complex marketing tactics.

If you work in marketing, at any level, and your job is to get the word out and/or help drive sales, just one chapter of this book will make you significantly better at your job.

B2B Marketing Confessions is a must read, 5 stars.

1 of 1 people found the following review helpful.

A marketer's inspiration

By Kristine Bruneau

As a longtime listener of John Wall's Marketing Over Coffee Podcast with Christopher S. Penn, I'm so pleased he wrote this book. Wall gives context to the world of sales and marketing in this practical guide. There's so much great content, my head almost exploded. I find myself going back to it again and again for reference and guidance. (I actually listened to the audio book first, and then went back and bought the book.) Needless to say, my e-book is heavily highlighted. Wall not only covers strategy, but tactics, and encourages readers to experiment. The book's framework inspired me to launch a series of "Sales and Marketing Labs" for our sales and customer service team. Now everyone can be on the same page with common definitions and important points relative to sales and marketing terms, CRM, product marketing, demand generation, the sales function. and customer lifestyle.

1 of 1 people found the following review helpful.

Everything in 1 book - Great advertising & marketing resource

By Irish Wolfhound

I'm a small business owner with 12 employees and, honestly, the last thing in the world I care about is my marketing and advertising. I was given this book through a friend of a friend and was told that even though it was titled "B2B" not to worry because the tips provided were great for B2C.

Having read it, I have been able to set-up a better than average blog, create email distribution lists and am working on several changes for my direct mailings.

This book is better than anything else I've read on the topic of managing your own marketing and PR in an effective and economical way.

See all 9 customer reviews...

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