Organizing Marketing and Sales
Mastering Contemporary B2B Challenges

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About the Book

The prerequisites for efficient and effective marketing and sales organizing have changed. Continued internationalization and richer access to information means that both customer firms and suppliers cover greater geographical space, and they have generally become more coordinated and sophisticated. Increased competence and maturity among customer firms has changed how those firms relate to their suppliers. Accordingly, there has been increased attention to how business relations can enhance value-creation. This introduces a whole new set of organizational challenges for marketing and sales. Organizing Marketing and Sales addresses a number of themes related to this development, both empirically and conceptually. It offers case studies to demonstrate in detail the kinds of challenges faced by multinational, multiproduct firms, and it also draws upon theoretical perspectives in order to examine contemporary challenges in marketing and sales organization.