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Journal of business & industrial marketing

Citation: Anna Blomb ck, Bj rn Axelsson, (2007) "The role of corporate brand image in the selection of new subcontractors", Journal of Business & Industrial

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Concentric: branding + marketing + innovation

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and expertise of a top industrial marketing agency. Structured Solutions. Monthly programs for industrials lacking the time and resources to stay connected with

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The industrial (marketing) revolution: how

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Connecting your brand to your customers to drive ROI It was good to hear how to apply both new and traditional marketing mediums in the new age!

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How to survive the war between private labels, private brands and manufacturer brands? Markets are changing like never before. Consumers want ever better products at

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