**FURTHER READING**

The following is a small selection from the many available books on business-to-business marketing.

*The Reputation Playbook: A Winning Formula to Help CEOs Protect Corporate Reputation in the Digital Economy*, by Jennifer Jenson (Petersfield: Harriman House, 2014). This book provides a detailed look at traditional B2B brands and organisations that understand the value of social media and the transparency it brings to us as customers. Some excellent examples and case studies are used.

*To Sell Is Human*, by Daniel H. Pink (New York: Riverhead Books, 2012). A detailed insight into what actually makes a sale, and what makes people want to buy.

*There Is No B2B or B2C: It’s Human to Human #H2H*, by Bryan Kramer (San Jose, CA: Pure Matter, 2014). The author takes a perspective here that focuses on creating a dialogue that helps solve consumer needs, as opposed to separating marketing into B2B and B2C.

*The B2B Executive Playbook: The Ultimate Weapon for Achieving Sustainable, Predictable and Profitable Growth*, by Sean Geehan (Cincinnati, OH: Clerisy Press, 2011). A great text about how to target potential and current clients.

*Thinking, Fast and Slow*, by Daniel Kahneman (New York: Farrar, Straus and Giroux, 2011). Outlines two ‘systems’ and ways of thinking which enable readers to predict how others will think, make decisions and which strategies could be used to satisfy consumer needs.