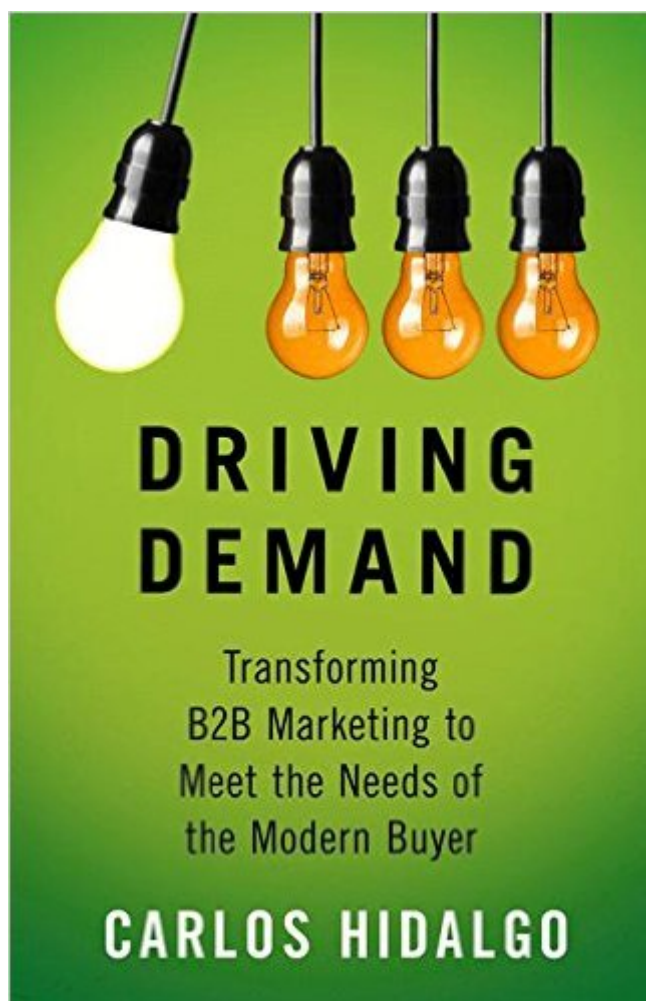


The book was found

# Driving Demand: Transforming B2B Marketing To Meet The Needs Of The Modern Buyer



## Synopsis

Carlos Hidalgo provides a clear roadmap and framework on how B2B organizations can implement change management and transform their Demand Generation. Case studies and excerpts from B2B marketing practitioners and ANNUITAS clients who have transformed their organizations and how they accomplished this change are incorporated throughout the book.

## Book Information

Hardcover: 204 pages

Publisher: Palgrave Macmillan; 1st ed. 2015 edition (October 20, 2015)

Language: English

ISBN-10: 1137526785

ISBN-13: 978-1137526786

Product Dimensions: 6.2 x 0.9 x 9.6 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (9 customer reviews)

Best Sellers Rank: #299,312 in Books (See Top 100 in Books) #56 in [Books > Textbooks >](#)

[Business & Finance > Sales](#) #184 in [Books > Business & Money > Marketing & Sales >](#)

[Marketing > Multilevel](#) #247 in [Books > Business & Money > Marketing & Sales > Marketing >](#)

[Research](#)

## Customer Reviews

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book *Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer* by Carlos Hidalgo. First off, a quick definition. Demand generation covers all marketing activities that create awareness about and interest in your company's products or services. It includes a mix of inbound and outbound marketing. Commonly used in business to business sales, demand generation is really the marriage of marketing programs coupled with a structured sales process. And it doesn't usually succeed unless there is a strategic framework. In *Driving Demand*, Carlos Hidalgo explains that while your buyers are becoming more modern in their approach, the majority of marketers are failing to keep pace in terms of sophistication. And it's costing businesses dearly, except for the ones who have figured out how to drive demand in this new marketing world. To help companies understand the price they are paying for inaction, Carlos provides examples of businesses who are actually doing harm to themselves by using an antiquated demand generation approach. The primary reason why companies are failing is because

it involves change. Another big reason companies are failing is that their marketing is more about themselves than their customers. Of course there are other specific reasons why companies run off the rails in trying to do modern demand generation and they are all outlined in the book. But most importantly, the book contains a very specific road map for implementing the kind of institutional change that needs to happen in a business for their demand generation to help sales and revenues start to take off.

[Download to continue reading...](#)

Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship Business Marketing Management: B2B Four-by-four Driving: Off-roader Driving Driving With Care: Alcohol, Other Drugs, and Driving Safety Education-Strategies for Responsible Living: The Participant's Workbook, Level 1 Education Responsible Driving, Hardcover Student Edition (SPORTS'LIKE/RESPNS'BLE DRIVING) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For

Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy Buyer Personas: How to Gain Insight into your Customer's Expectations, Align your Marketing Strategies, and Win More Business Kids Meet the Tractors and Trucks: An exciting mechanical and educational experience awaits you when you meet tractors and trucks

[Dmca](#)