

**DEVELOPING INSIGHTS ON BRANDING
IN THE B2B CONTEXT: CASE STUDIES
FROM BUSINESS PRACTICE**

DEVELOPING INSIGHTS ON BRANDING IN THE B2B CONTEXT: CASE STUDIES FROM BUSINESS PRACTICE

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List of Abbreviations

AM	Amplitude modulation
B2B	Business to business
B2C	Business to consumer
CEO	Chief Executive Officer
CRM	Customer relationship management
CSR	Corporate social responsibility
CSV	Creating shared value
FM	Frequency modulation
FinTech	Financial technology
HR	Human resource
HRM	Human resource management
IT	Information technology
KM	Knowledge management
NGO	Non-government organization
OTT	Over the top
R&D	Research & development
SME	Small- and medium-sized enterprise
TBL	Triple bottom line

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Preface

In planning and writing this book, it has become increasingly apparent that the role of corporate branding is a topical area for both business practice and academic research. The brand management research area has developed since the 1980s, but has been, up until now, strongly dominated by business-to-consumer (B2C) perspectives. Despite its importance for modern companies' business operations, the corporate branding approach in business-to-business (B2B) marketing has so far gained much less attention from both marketing scholars and practitioners.

Business marketing denotes the significant role of business relationships and networks as regards corporate branding. The "market," as such, consists of firms and organizations, which are interdependently producing value in the form of products and services, or combined offerings to other firms on the market. These key characteristics of business markets furthermore set the scene for how corporate branding of a single company, or group of companies, in business markets could and should be managed. With this in mind, we believe that it is time to develop our understanding of this relevant field of marketing research and practice.

This book started as a joint effort at our business school, where the graduate student teams wrote chapters on diverse themes related to corporate branding, during an advanced level course titled "Management of Industrial Brands." During the course, we could see a clear interest in exploring different perspectives of the concept, and how the topics explored would have a practical relevance for business managers. The aim of the book was to tackle the key concepts of corporate branding, and evaluate them in specific practical settings. In most chapters, the themes have been explored through specific case firms, and practical examples of how they have dealt with corporate branding in B2B markets. The presentations have gone through several peer reviews, and the texts are written in an easy-to-follow manner. In each of the chapters, the authors have addressed the implications for practitioners as regards to corporate branding. Subsequently, we have been able to present a multi-faceted view on corporate branding through the 11 chapters of this edited volume.

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The editors have critically examined the chapters during and after the course. The final editing was conducted after a decision to publish was made by the Emerald Publishing Company. The editors gratefully acknowledge the support of the Publisher in the final editing process.

We hope that the book finds its readers both in business schools around the world and among practitioners and aids in identifying the importance of corporate branding in business marketing.

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The Editors