

# **Beyond Multi-channel Marketing**

A very significant contribution to a rapidly growing field, valuing its diversity and at the same time making important inroads into clarifying some key concepts

**Prof. Jillian Farquhar PhD, AM**, School of Business,  
Law and Communications, Solent University, UK.

The marketing field needs more books such as this one. Dual marketing is a niche area of marketing that is very little known and written about. The authors have done a thorough and excellent job in putting together an up-to-date and comprehensive book that can become a definite work of reference on the topic of dual marketing for both scholars and practitioners.

**Prof. Bang Nguyen**, Professor of Marketing,  
University of Southern Denmark, Kolding, Denmark.

The authors describe Dual Marketing as the ‘practice of selling the same product both to consumers and business customers’. The topic has long been of interest to marketing practitioners and academics but now takes on a new importance with the blurring of barriers between channels and between supply chain members, and the digitisation of marketing processes. This book is an excellent contribution to contemporary thinking and represents an insightful, conceptual take on the important topic of Dual Marketing. I strongly recommend it to all who want to know more about dual, multi- and omni-channel marketing in the digital age.

**Prof. Charles Dennis**, Professor of Consumer Behaviour,  
Departmental Research Leader,  
Middlesex University London, UK.

# **Beyond Multi-channel Marketing: Critical Issues in Dual Marketing**

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INVESTOR IN PEOPLE

*To my sons Giulio Maria and Giuseppe Maria  
Grown-ups never understand anything by themselves, and it is tiresome for  
children to be always and forever explaining things to them  
–Antoine de Saint-Exupéry, The Little Prince.*

*To my Father, Dr Mohammad Foroud Foroudi, my Mum, Flora Mahdavi and  
my Brother Dr Mohammad Mahdi Foroudi*

*To my daughter Daniela and in memory of my father Carmine*

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# Table of Contents

List of Figures	ix
List of Tables	xi
About the Contributors	xiii

## Part I: Introduction

<b>Chapter 1 Introduction</b>	3
<i>Maria Palazzo, Pantea Foroudi and Alfonso Siano</i>	

## Part II: Mapping the Field

<b>Chapter 2 Evolution of Supply Chains and Dual Marketing Strategies: A Case on the Impact of Public Policy on Dual Marketing Strategy</b>	15
<i>Cheah Chee Wei, Norbani Che-Ha and Suhana Mohezar</i>	

<b>Chapter 3 Using Quelch's Tools to Explore and Put Dual Marketing into Practice: Benefits, Opportunities and Risks</b>	39
<i>Ogechi Adeola, Obinna S. Muogboh and Jimoh Fatoki</i>	

## Part III: Extending the Field

<b>Chapter 4 Industrial Branding: Communicating in Business-to-Business Sector</b>	57
<i>Nuria Rodríguez-Priego and Maria Palazzo</i>	

<b>Chapter 5 Integrated Marketing Communication in B2B2C Area</b>	79
<i>Alireza Nankali, Maria Palazzo, Mohammad Jalali, Pantea Foroudi, Nader Seyyed Amiri and Gholam Heydar Salami</i>	

<b>Chapter 6 Transforming the Complexity of Having Multiple Channels to an Asset: Reflective Critics on the Dual Marketing and Co-branding</b>	121
<i>Tuğra Nazlı Akarsu, Pantea Foroudi and T.C. Melewar</i>	

#### **Part IV: From Field to Practice**

<b>Chapter 7 From Dual Marketing to Marketing 4.0: The Role Played by Digital Technology and the Internet</b>	141
<i>Maria Giovanna Confetto, Francesca Conte, Agostino Vollero and Claudia Covucci</i>	

<b>Chapter 8 Against the Odds: Consequences of Social Media in B2B and B2C</b>	163
<i>Pantea Foroudi, Reza Marvi, Mohammad M. Foroudi, Sayabek Ziyadin and Solongo Munkhbat</i>	

<b>Chapter 9 Approach to Dual Marketing: Re-organisation of Structures and Development of Competencies</b>	191
<i>Domenico Sardanelli</i>	

#### **Part V: Conclusion**

<b>Chapter 10 Business Areas That Can Benefit of Dual Marketing Practices: Presentation of Case Studies</b>	209
<i>Maria Palazzo and Maria Antonella Ferri</i>	

<b>Chapter 11 Toward a Conclusion</b>	225
<i>Maria Palazzo, Pantea Foroudi and Alfonso Siano</i>	

Index	243
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## List of Figures

Figure 2.1	Impact of Public Policy in the Housing Market.	23
Figure 2.2	Strategic Net and Issue-based Net Members in Property Market.	27
Figure 5.1	Integrated Marketing Communication Model.	81
Figure 5.2	Validated Model.	104
Figure 6.1	Flowchart for Dual Marketing.	124
Figure 8.1	The Research Conceptual Model.	168
Figure 11.1	Distribution of Publications per Year.	234
Figure 11.2	Distribution of Publications per Journal.	234
Figure 11.3	Main Issues Related to DM.	235
Figure 11.4	Main Issues Related to Dual Marketing.	236

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## List of Tables

Table 4.1	Approaches and Findings in B2B Branding Literature.	59
Table 5.1	Demographic Profile of Respondents.	89
Table 5.2	Constructs and Scale Items.	90
Table 5.3	Measurement Model Evaluation for First-order Constructs.	96
Table 5.4	Measurement Model Evaluation for First-order Constructs.	99
Table 5.5	Discriminant Validity (B2B).	100
Table 5.6	Discriminant Validity (B2C).	101
Table 5.7	Results of Hypothesis Testing.	102
Table 8.1	Initial Pool of Items.	176
Table 11.1	Main Advantages and Features of IB, IMC, and DM.	228
Table 11.2	Four Dual Marketer's Options.	231

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