



The B2B Agenda: The Current State of B2B Marketing and a Look Ahead

Fred Wiersema

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The B2B Agenda lays out the dominant issues facing companies operating in business-to-business markets that are being reshaped by commoditization, innovation, global growth, new rivals and shifting buying behaviors, along with their implications and priorities for B2B marketing. Drawing on in-depth discussions, this rich exploration by the B2B Leadership Board at Penn State's Institute for the Study of Business Markets (ISBM) provides a textured snapshot of what is on the minds of a forward-looking group of 72 CMOs and senior marketers in a wide range of mostly large corporations, and 30 academic thought leaders in the B2B domain.

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