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# The B2B Marketer's Journey: How To Generate More Leads With High Performance B2B Copywriting

## Get Free The B2B Marketer's Journey: How To Generate

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*A well-executed digital marketing plan is a proven component of success in business, and Digital Marketing All-In-One For Dummies covers everything you need to build and implement a winning plan.*

*Whether you're a novice in the online*

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*space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into loyal customers. This book compresses the essential information on 8 topics, so you have all the information you need and none of*

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*what you don't. You'll learn social media marketing, marketing to millennials, account-based marketing, influencer marketing, content marketing strategies, and more! Use targeted, measurable marketing strategies to promote brands and products Increase brand awareness,*

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*customer acquisitions, and audience engagement Measure what your online traffic is worth and improve ROI on digital marketing Develop a solid digital marketing plan and put it to work for your brand From SEO and SEM to brand awareness and why you need it, Digital Marketing All-In-One*

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*For Dummies will help you level up your digital marketing game and avoid the common mistakes that might be holding your business back. Marketing has never been so important because business has never been so competitive. Brilliant Marketing shows anyone how they*

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*can devise and execute winning marketing strategies. With practical advice from start to finish, this updated new edition gives you the lowdown on what works and how you can succeed with your campaigns. Brilliant outcomes: · Understand the ideas, actions, campaigns that make*

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a real difference. · Get a complete marketing skill-set to seduce and inspire. · Be a master of strategy - from thinking to planning to execution.

*Experiential marketing has become an indispensable tool for all types of businesses across multiple sectors.*



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*This book provides an all-encompassing, practical, and conceptual map of contemporary experiential case studies, which together offer insights into this exciting approach to customer experience. Experiential Marketing incorporates 36 international case*

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*studies from 12 key sectors, from technology, consumer goods, and B2B to luxury, events, and tourism sectors. With a selection of case studies from leading brands, such as Coca-Cola, Nutella, Chanel, NASA, The New York Times, Pfizer, and Amtrak, the reader will learn and*

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*practice the experiential marketing tools and strategies through these examples. Expert testimonials, practical applied exercises, and the author's online videos provide both theoretical foundations and concrete application. This is a must-read for advanced undergraduate and*

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postgraduate Marketing and Customer Experience students and an excellent teaching resource. It should also be of great use to practitioners - particularly those studying for professional qualifications - who are interested in learning experiential marketing

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*strategies and developing knowledge about the way big brands in different sectors are designing the customer experience online and offline. Online material includes lecture slides, a test bank of questions, an instructor's manual, and explanatory videos. This book is dedicated to marketing*

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*managers, and CMOs of B2B organizations around the world, who are tasked with bringing transformation to their organizations by creating a functional Marketing Department that is 100% Revenue Driven, while being challenged with the ultimate*

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Innovative B2B Marketing  
Social Marketing to the Business  
Customer

*A Guidebook for the Classroom to the  
Boardroom*

*Marketing In The Trenches: 25 Real-  
World Marketing Tips To Achieve  
Dramatic Business Growth*

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*The New Marketing  
New Tactics, Tools, and Techniques to  
Compete in the Digital Economy  
Digital Relevance*

**Marketing in the Trenches  
is written for business  
owners hungry to achieve**



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their firm's growth potential. This book is not an academic exercise. Rather, it is a collection of real-world examples of the problems that today's business owners face,

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along with examples of actionable business solutions that can be implemented. The tips from the trenches contain actual cases, tangible statistics, and specific

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takeaways that can be implemented right away.

Quite simply, the growth of your company can no longer rely on a single department or on traditional tactics to

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carry such a heavy burden.  
This is the perspective  
from which this book is  
written, so you can expect  
to learn far more than how  
to deploy email campaigns,  
write taglines, or perform

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traditional tactics. We'll leave that to all of the other marketing books. The Modern AI Marketer will take you on a journey starting with the history of AI, AI applications in

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modern marketing, and how to drive AI initiatives at work. It also includes useful resources such as books, podcasts, and blogs to further expand your AI knowledge. You will see

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multiple use cases such as how to apply them as a valuable marketing or sales enablement marketing management tool. This eBook is for marketers, and sales professionals,

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who work directly in or  
support marketing strategy  
development, outbound  
marketing, demand  
generation, content  
marketing, account-based  
marketing, and sales



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enablement. If you don't know much about AI and what to know what make of it as a marketer and sales professional, check this book out!

Account-Based Marketing is

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changing the discipline of marketing—Why? Business-to-business (B2B) companies spend \$40 Billion on marketing each year, and they embrace tech-driven innovations, yet the

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traditional model for lead generation has not changed for decades. Why? In addition to the techniques being outdated, they create friction and distrust between marketing

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and sales teams. ABM has quickly gained traction with leading B2B companies because it aligns sales and marketing teams around the accounts that will have the most business

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impact. Instead of chasing a large volume of lower-quality, generic leads, ABM helps sales and marketing professionals coordinate their efforts against a specific set of

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target accounts. Despite the clear advantages of ABM, there continues to be much confusion around just how to implement it. Written by the leaders behind the successful

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marketing firm Demandbase, Account-Based Marketing explains how to execute a world-class ABM strategy from start to finish. Find out exactly how highly successful B2B companies

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are using Account-Based  
Marketing to grow their  
customer base Develop an  
effective strategy to  
adapt ABM principles for  
your own organization with  
its own unique needs



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Integrate your sales and  
marketing processes into  
an efficient, cohesive  
workflow Locate and  
attract the ideal clients  
for your business to  
increase revenue and open

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up new opportunities From  
building the right target  
account list and  
understanding the impact  
of ABM on marketing  
programs, to selling ABM  
within an organization and

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finding budget for the strategy, you'll find it all in this authoritative guide.

Master's Thesis from the year 2018 in the subject Business economics -

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Online Marketing, grade:  
1,2, Zurich University of  
Applied Sciences,  
language: English,  
abstract: This Master's  
thesis explores whether

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there are content stimuli that are best suited to a specific stage of the customers' buying cycle. In other words, is there a connection between the engagement of website

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visitors and their current stage within the buying cycle? To study this relationship, an external webpage of IBM and its subpages are used to analyze webpage visitors' click

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and scroll behavior and to assess their interest in the presented content assets. The exploratory investigation was undertaken based on three online surveys with a

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total sample of 234 participants. The age of classical advertising is over. The introduction of digital technology and the spread of the Internet have led to radical



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changes in the way companies meet the expectations and interests of their stakeholders. In digital communication, content marketing plays a major role in achieving

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business benefits. In fact, valuable B2B content marketing initiatives can drive website traffic, customer engagement, and inbound leads, which yield sales and retain

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customers. In the context of this digital environment, companies increasingly aim to provide relevant, engaging content assets to acquire new leads and create

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business benefits. This raises the following question: What digital content assets encourage website visitor engagement and how does this relate to customer progress in

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the B2B buying cycle?  
According to the  
literature, content that  
is consistent, timely and  
contains exclusivity  
messages that matter to  
the target audience lead

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to engagement. However, engagement is obviously dependent on individual customer needs, motives, and goals. It should, therefore, be interesting for companies to know how

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to turn their website visits into engaged visits, but research on engagement combined with content marketing is scarce—especially in the B2B context.

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Case Studies in Customer  
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The B2B Social Media Book  
B2B Marketing  
A Radically Different  
Approach for Business-to-



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business Marketers  
Unleash Possible  
B2B Content Marketing and  
Buyer Stage. How to Engage  
Website Visitors with  
Appropriate Content  
*Advance your B2B marketing plans with*

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*proven social media strategies Learn social media's specific application to B2B companies and how it can be leveraged to drive leads and revenue. B2B marketers are undervalued and under appreciated in many companies. Social media and online marketing*

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*More Leads With High Performance B2B Copywriting*  
*provide the right mix of rich data and reduction in marketing expenses to help transform a marketer into a superstar.*

*The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key*

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*strategic imperatives that serve as the backbone of effective B2B social media strategies. This book serves as the definitive reference for B2B marketers looking to master social media and take their career to the next level. Describes a methodology for generating leads using*

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*social media Details how to create  
content offers that increase conversion  
rates and drive leads from social media  
Offers practical advice for  
incorporating mobile strategies into the  
marketing mix Provides a step-by-step  
process for measuring the return on*

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investment of B2B social media  
strategies The B2B Social Media Book

will help readers establish a strong social  
media marketing strategy to generate  
more leads, become a marketing  
superstar in the eye of company leaders,  
and most importantly, contribute to

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*business growth.*

*To succeed at B2B marketing today, you must excel across all areas: from getting your message out, to generating demand, to enabling sales teams. New technologies and new techniques make excellence possible. Now, top B2B*

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*marketer Kim Ann King brings together all the best practices and tools you need to make excellence real. In The Complete Guide to B2B Marketing , King helps you succeed by focusing on the three pillars of cutting-edge B2B marketing: automation, personalization, and*



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*experimentation. Drawing on her pioneering experience at companies like Akamai and Open Market, King shows how to: Systematically assess your context and customer, via personas, profiles, and other powerful techniques Choose among today's panoply of*

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*marketing options, tools, and techniques  
Build a more agile B2B marketing organization, and link its goals more tightly to strategy More accurately estimate marketing spend and ROI Systematically optimize demand generation and many other key functions*

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*Leverage higher-value approaches to web/mobile, SEO, and customer*

*community-building Gain more value from corporate standards and your creative services vendors Discover what worked and what didn't, and use this knowledge to improve more quickly*

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*study. If you're a B2B marketer, you'll find The Complete Guide to B2B*

*Marketing invaluable - whatever your company's size, product, service, or industry.*

*Unleash Possible is a how-to guide for high-growth marketing in complex selling*

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*There's a new truth in B2B marketing: if you want to move products, you need to move minds. Most companies suffer*

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*from a delusion, and it's this: that buyers always make decisions in a rational, logical, and economic way. The result is a slew of features-driven B2B marketing that few people really care about. In recent years B2B customers have evolved. They don't just want to buy from*

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*businesses anymore, they want to buy into them. The problem is too few B2B*

*companies realize this. They continue with the same product-centric marketing that increases revenue by a percentage point here and there. It seems safe but it's dangerously short-sighted, because it*



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*doesn't deliver the transformational and long-term growth that makes businesses category leaders. It's even more important to address this issue at such a critical and delicate moment in the world economy. Marketing leaders require strategies that have an exponential,*

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*rather than an incremental, effect on brand, marketing and sales, and to implement them they need the new super-skills this book teaches. This involves establishing a core purpose, shifting the focus from products to people, from features to feelings and from messaging*

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*to storytelling, acknowledging that neuroscience has proved that people buy on*

*emotion and justify with fact. In other*

*words, it requires a completely different mindset to the one that's prevalent right*

*now, one that we call 'Humanizing B2B'.*

*How to Use New Frameworks and*

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*Models to Achieve Growth*  
*Digital Marketing All-In-One For*  
*Dummies*  
*The Secret Guide to Drive B2B Lead*  
*Generation and Nurturing Through*  
*Content Marketing*  
*No Forms. No Spam. No Cold Calls.*

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*Reengineering Corporate  
Communication* B2B Copywriting

*Email Marketing Strategy*

*Critical Issues in Dual Marketing*

B2B Copy: Where the Rubber  
Hits the Road for Your  
Marketing There are many

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books written on digital  
marketing and copywriting.

This book offers a unique  
blend of both. The  
inspiration for writing it  
came from a B2B software  
firm overwhelmed with  
marketing options. They

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wanted to use copywriting to grow their business but were missing the strategy to direct it. What does Formula One racing have to do with copywriting? An F1 team needs a good race strategy, but they also need the right

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tires to hold the car to the road. Likewise, marketing strategy and content are critical to hold your audience's attention. This book helps you use both to create demand, build authority and generate more



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leads. 10 Ways to Increase Demand for Your Products Why

do businesses fail? The number #1 reason is they can't attract enough customers in a cost-efficient manner. You may want more leads and

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More Leads With High Profitable customers, but bigger sales require better marketing. The investment you make in marketing is worth it if you can attract the best customers. Here are 10 ways you can take your marketing to the next level:

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Create a plan for directing your marketing activities.

Develop a guide for all your marketing messages.

Understand prospects and motivate them to buy.

Research all your customer SEO keywords. Manage each

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stage of your buyer's journey. Use your B2B website to make more sales. Generate more leads with B2B copy and content. Drive more website traffic with SEO copywriting. Attract better quality leads. Stay abreast

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of the latest B2B marketing trends. Research for This Book A Linkedin survey of top B2B marketers was the basis for The B2B Marketer's Journey. Here's what some of them said about their greatest marketing

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challenges: Senior Marketing Manager The most consistent challenge I see across my clients and in my own experience on the corporate side is content: creating enough and making it good. Integrated Marketing Manager

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Other than not enough time to get everything done? Our challenges are not new ones, but rather foundational: developing relevant content! Managing Partner To me the key challenges in marketing are: Knowing the right

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customer persona for a given segment and figuring out the best way to interrupt how a customer is thinking or feeling about our product.

About the Author: Derek Little is CEO, freelance B2B Copywriter and Marketing



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Consultant with Trailblazerwriting.com. He specializes in working with software firms selling to enterprise clients. His solutions help clients with a lengthy and complex sales process build brand

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authority, attract buyers  
and generate more leads.

This book is written for the  
B2B marketing executive who  
is responsible for answering  
the question "What are you  
going to do about revenue?"  
This one question begins the

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transformation of marketing from a cost center to a revenue center, a journey for which most executives are not fully prepared. To describe this transformation, Debbie Qaqish and The Pedowitz

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Group coined the term  
Revenue Marketing in 2010.

This book was written as a  
Playbook for the executive  
responsible for leading this  
change. Marketing executives  
reading this book will: gain  
insight from the Revenue

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Marketing practices of  
twenty-four marketing  
executives interviewed for  
this book; learn about a new  
discipline called Revenue  
Marketing and how it  
transforms marketing from a  
cost center to a revenue

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center; find out how to move Revenue Marketing from a

strategy to an executable

plan; discover how to manage

the key areas of change

required on this journey;

and understand and be able

to apply the key plays for

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building a repeatable, predictable, and scalable Revenue Marketing practice.

In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing

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methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old



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models they grew up with, only to be frustrated with the results. From the bestselling authors of The Social Employee, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the

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marketing code in our hyper-  
focused digital age. The New  
Marketing, with  
contributions spanning CMO  
trailblazers to martech  
disruptors, behavioral  
economics luminaries at Yale  
to leading marketing

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thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can't predict the future. But our goal is to help make

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future-ready and successful.

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guide to high-profit, low-  
cost digital marketing!

Finally, there's a  
comprehensive guide to

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digital marketing specifically for B2B companies. In B2B Digital Marketing, Michael Miller thoroughly explains how to use each leading digital marketing vehicle to successfully market any

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product or service to your target companies. You'll start with planning, discovering how to choose your best platforms and strategies for customer acquisition, sales conversion, and retention.

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Next, master crucial execution skills for web, search, social, and mobile marketing, online advertising, email, blogs, YouTube, online PR, and more. Finally, discover exactly how to measure your

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More Leads With High effectiveness, refocus based on what you learn, and prepare for the newest developments in B2B digital marketing. Whether you're a B2B marketer, product manager, sales professional, PR specialist, manager, or



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entrepreneur, this book will help you use new low-cost techniques to build stronger relationships, close more sales, and earn higher profits—starting today!

You'll Learn How To: •

Define realistic, measurable

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goals for your B2B digital marketing initiative •

Segment your audience and identify the best digital platforms and vehicles for connecting with them •

Systematically address the entire B2B buying continuum:

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reach, acquisition, conversion, retention, and loyalty • Create a flexible, actionable B2B digital marketing plan • Design a website that helps B2B buyers quickly find exactly what they need • Optimize

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your site for today's search engines and today's customers • Use tailored, targeted email to reach more customers and prospects at lower cost • Craft online advertising to reinforce organic search, support

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promotions, and attract web  
seminar participants • Drive  
real value from Facebook,  
LinkedIn, Google+, and  
Twitter • Effectively  
utilize blogs, podcasts, and  
streaming media MICHAEL  
MILLER has written more than

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100 nonfiction books,  
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Complete Idiot's Guide to  
Search Engine Optimization;  
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Miller's books have sold more than one million copies worldwide. He has established a reputation for clearly explaining technical subjects to non-technical

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- qualification criteria
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automation, personalization, and experimentation. Drawing on her pioneering experience at companies like Akamai and Open Market, King shows how to: Systematically assess your context and customer, via personas, profiles, and other powerful techniques Choose among today's panoply of marketing options, tools, and

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and practical alike, in the field of business-to-business (B2B) marketing. More than 30 of the best and most recognized B2B marketers address the most relevant theoretical foundations, concepts, tried and tested approaches and models from entrepreneurial practice. Many of those concepts are published for the first time ever

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in this book. The book not only builds on the existing classic literature for industrial goods marketing but also – and much more importantly – finally closes the gap towards the rapidly growing ecosystem of modern B2B marketing terms, instruments, products, and topics. Technical terms such as Account-Based Marketing, Buyer

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Journey, ChatBots, Content AI, Marketing Automation, Marketing Canvas, Social Selling, Touchpoint Sensitivity Analysis, and Predictive Intelligence are explained and examined in detail, especially in terms of their applicability and implementation. The book as a whole reflects the B2B marketing journey so that the readers can directly



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The new truth in marketing that will  
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**better understand new customer habits, the digital era and how to shift away from outdated traditional practices.**

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**Grow your account list with an effective account-based marketing strategy**

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**marketing game. Account-Based Marketing For Dummies is here to give you the tools to transform your current approach to find, reach, and engage with your potential customers on their terms to meet their ever-changing demands. Packed with expert tips and step-by-step instructions, this book**

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**shows you how to analyze current data to identify the accounts with the biggest ROI opportunities and execute effective, account-specific techniques that get results. This practical guide takes the intimidation out of account-based marketing in today's highly digitized world. You'll be armed with the**



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**knowledge you need to increase your reach in real time, giving you greater exposure to other decision-makers and influencers within an account. You'll discover how, through a combination of marketing technology and online advertising, your messages can be displayed where and when your**

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**customers already engage online. Align your sales and marketing teams for greater success in your ABM efforts**

**Analyze data to identify key accounts**

**Target your messages for real-time interaction**

**Integrate your campaign with marketing automation software**

**If you're a member of a sales or marketing**

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**team already using a CRM tool who's  
looking to increase your reach, Account-  
Based Marketing For Dummies has you  
covered! "Account-Based Marketing  
For Dummies clears away the confusion  
surrounding this much-hyped topic. It  
offers simple, direct explanations of  
what account-based marketing is, why**

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it's important, and how to do it. Any  
business marketing professional will  
benefit from a look at this book."-

**David Raab, Founder at Raab**

**Associates "If you're reading this book  
and just getting started with ABM,  
welcome to the future of what b-to-b  
marketing can be: insight-led,**

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**technology-enabled and, above all, customer focused. Our clients are delighted with the business impact they deliver using account-based marketing, and you will be, too." - Megan Heuer, Vice President and Group Director, SiriusDecisions "Like a Hollywood agent, marketing's job is to get sales the**

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**'audition,' not the part. Account-based marketing is the key to maximizing the number of the 'right' auditions for your sales team, and Account-Based Marketing For Dummies explains how."**

**- Joe Chernov, VP of Marketing at InsightSquared "Ever-advancing marketing technology is enabling a new**

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**generation of sales and marketing strategies to thrive, changing the playing field for companies of all sizes. This modern wave of account-based marketing has tremendous potential to improve your business, and Sangram Vajre is an insightful and enthusiastic guide to show you how." - Scott**

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**Brinker, Author of Hacking Marketing**  
**"Account-based marketing is shifting**  
**how businesses use customer insights to**  
**capture more upmarket revenue. This**  
**book teaches a new wave of data-driven**  
**marketers how to embrace an**  
**enlightened quality-vs-quantity**  
**approach and execute a scalable ABM**



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help you get started and advance your  
account-based marketing strategies and  
tactics that will thrill your sales  
colleagues, executive team and  
customers alike." Scott Vaughan, CMO,  
Integrate

**Smart marketing techniques to get your  
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**B2B marketing is functioning in an**



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**increasingly fast-paced and complex business landscape, with a wealth of new technologies, tools and channels, and where customers are more in control of the buying process than ever before. With the imperative to become 'digital', B2B marketers have become consumed by the marketing activity**

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**itself - the tactics - instead of the outcomes marketers want and need to achieve for customers and businesses. B2B Marketing Strategy provides fresh insight into the challenges marketers are facing in such an environment and offers a new framework for developing B2B marketing strategy and plans.**

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**and minds of customers, creating lasting  
customer engagement.**

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42 Rules for B2B Social Media  
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world. In *The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric*, digital marketing guru Larry Weber and business writer and consultant Lisa Leslie Henderson explain the latest digital tools and trends used in today's marketing initiatives. *The Digital*

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era How customer insights derived from big and small data and analytics, combined with software, design, and creativity can create the customer experience differential With the authors' decades of combined experience filling its pages, The Digital Marketer gives every marketer the

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sizes wanting to learn how to engage with customers in meaningful, profitable, and mutually beneficial ways.

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stages and goals, and highlights the key potentials for the field. It briefly presents the essential features of the methodological and structural sciences in order to illustrate to the reader how, from a marketer's point of view, these new insights can be derived objectively, reliably, and validly for the

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field of corporate communication according to scientific criteria. The book then introduces the maturity model for modern corporate communication and describes which fields of activity must be gone through in order to be able to implement the change management process towards

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corporate communication excellence efficiently and effectively. Building on

this, it introduces and defines the most important new concepts of corporate communication in the twenty-first century and thus clearly delineates the field of research for this corporate function in the coming years. The book

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goes on to address the important areas of IT and HR in order to provide a 360° view of the developments to be realized in the field of corporate communication. A “CC self-test” at the end of the book is intended to help the reader immediately recognize where their own organization stands and,

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against this backdrop, to be able to start the necessary activities towards corporate communication excellence immediately on the basis of the maturity model. “Prof. Dr. Uwe Seebacher takes us on a timely and informative read on what could be the biggest crisis for Corporate



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Communications – remaining stagnant in a time of great change. With rich context and fine detail, he illuminates the opportunities to reengineer Corporate Communications and quantify its role in truly impacting business. From the importance of predictive intelligence underpinned by

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authenticity and empathy to building trust, this book is a guide for successful business in the 21st Century. I highly recommend it.” Heidi Eusebio, Strategist and Executive Director, Edelman “Uwe Seebacher has once again demonstrated in a well-founded manner what methodological

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and structural science is capable of - namely, to precisely logically derive the long overdue process of change in the field of corporate communications and thereby make it comprehensible. But he also takes the important next step of operationalizing his thoughts in a directly measurable way by providing

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an easy applicable concrete process model for reengineering corporate

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Miguel Gimenez de Castro, Head Of Communications Spain, Portugal, Greece and Israel, IBM

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media with the unique emphasis and best practices found only in SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, 3E. You learn how to create a strong personal brand that is invaluable at any stage of your career, as you master the social media techniques detailed throughout this

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content marketing, while new chapters address managing today's digital marketing organization and using paid advertising and social media influencers. A step-by-step planning model leads you through creating an actual social media marketing plan. You also learn how to incorporate

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field of dual marketing, investigating the strategic alliances, multi-stakeholder perspectives and branding potential it holds, this book promotes the adoption of the multichannel approach which is fundamental to facing the challenges of marketing 4.0.

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Innovative, "digital native" entrepreneurs and more traditional business owners alike will both find lots to love. Business-to-business (B2B) marketers should especially heed these tips to improve

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their own B2B marketing. Why this book? Your customer is more in control than ever. In fact, Gartner reports that the average B2B buyer completes 57% of the purchase decision before ever speaking with sales. Are you leaving 57% of your sales funnel to chance? No

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way, right? That would be insane. This e-book reveals the steps you can take via content marketing to improve both the volume and quality of leads into your sales organization. What you will learn from this book You will learn the foundational pieces needed to begin

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Marketing?-How To Start-Personas,  
Customer Journeys and Product-  
content ratioYou CAN create a  
profitable content marketing program  
for your business. Here are the secrets  
for building it.A note from the  
author:The purpose of this e-book is to

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share best practices and real-life examples of content marketing success with a special focus on B2B. The hope is that these stories are empowering enough -- you CAN do this -- to inspire you to action. Whether you do it yourself or hire someone like me to do

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it for you, your business can excel through content marketing to generate and nurture leads through your sales funnel. My proudest accomplishment in more than 17 years of marketing is setting up content disciplines at six Fortune 500 companies, and at many

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small- and medium-sized companies as well. I'm so proud that we were able to establish the systems and processes that allow content to flourish and generate leads at leading companies. Some of my favorite client logos are shown below. Recent examples include

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Airbnb for Work, Wells Fargo, USAA, Humana, J.P. Morgan Chase and McKinsey & Company. I will share the same content secrets with you in this e-book that I shared with these clients in my professional life. I've been in the boardrooms when multimillion-dollar

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decisions were made. Those clients wanted the same things you do: Better leads. And more of them. The e-book is your first step. I look forward to hearing about your journey.

Digital Relevance teaches readers the knowledge, strategies, and skills need

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to create content, instantly engage customers, and compel them to action by sharing ideas so seamlessly matched to each audience's context that they can't help but take next steps toward purchase.

"What do you think will impress a

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potential business customer most? A slick marketing pitch or a concrete example of how your products or services have helped genuine businesses make real money? Here is a radically different approach for business-to-business marketers, based



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on proof not promises. Business customers and traditional consumers do not buy the same way; they are driven by different impulses and respond to different approaches.

Business buyers behave differently and it's time we marketed to them

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differently. B2B and B2C marketing satisfy their respective customers' needs and wants in different ways. B2B product development is driven by technological progress, B2C driven by fashion and trends. B2B purchases are often a considered, group decision

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while B2C purchases are personal and more impulsive.

Using the Web to Market Directly to  
Businesses

Developing Marketing Content and  
Strategies that Drive Results

New Models, Processes and Theory

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## How to Target and Engage the Companies That Will Grow Your Revenue

## Transforming B2B Marketing to Meet the Needs of the Modern Buyer

## Lessons from Asia

## Listen to Your B2B Market, Generate

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Major Account Leads, and Build Client  
Relationships

How can marketers navigate  
the growing array of  
marketing specialties,  
multiplying media options  
and data sources, and  
increasing content

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saturation to improve effectiveness and return on investment? How can they provide consumers with seamless experiences of value across channels that overcome behavioral barriers and actually deliver

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results? In The Activation Imperative, William Rosen and Laurence Minsky provide a straightforward guide for marketers to move beyond building brands to activating them—from simply projecting what a brand is

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to optimizing what it does—to move people closer to transaction. Drawing on years of research and experience with the world's most sophisticated brands, Rosen and Minsky share a unifying cross-discipline



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marketing approach designed to impact critical behaviors and more effectively drive business results. They reveal how today's more personalized and trackable communications illuminate tremendous diversity in

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paths-to-purchase and explain how to leverage this data to develop more effective strategies and creative targeted to individual inflection points. With actionable advice and best-in-class

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examples, Rosen and Minsky offer marketers a road map

to manage today's increasingly fragmented marketing landscape to more effectively and efficiently build brands and business.

Is e-mail marketing useless?

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e-mail advertising is still ranked because the best advertising channel, beating out social media, seo, and affiliate marketing. What's email marketing and why is it important? Your e-mail list is your maximum

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valuable asset. electronic mail marketing allows you to spend less time and money, at the same time as getting extra engagement and income:

The common return On investment (ROI) for email marketing is \$38 for each \$1

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spent Email keeps clients coming returned for extra!

It charges 5 times extra to attract a new consumer than to hold your existing ones.

E mail is the most effective channel for generating sales according to 59% of B2B

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marketers This book contains  
proven steps and strategies  
on how to effectively begin  
your journey as an email  
marketer, how you can  
steadily advance while  
developing a strong  
foundation and how to create

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more avenues for you to attract more subscribers and ultimately, more wealth. In addition, I provide you with intriguing background information and statistics so that you can obtain a holistic view of the field



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you are about to govern. By becoming more knowledgeable about past events, you can have a more in-depth examination on how technology has affected behavioral patterns and market trends. This is your

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time to outshine your competitors and lead in your particular field. Once you make the commitment to employ the various strategies and procedures, you will accomplish your objectives and set goals.

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Allow your interest and enthusiasm to fuel your learning drive as I share with you the steps you need to take to obtain the best email marketing results. You have an opportunity to grow your email list at every

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single touchpoint with customers and leads. Here are the spots you should be placing a signup form:

Homepage  
Blog  
Top Trafficked Website Pages  
Social Media  
Phone In-Store/On-Location  
Events  
Print Ads

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Experience Management can be  
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businesses. This is essential reading for marketing scholars and practitioners looking for insights into improving their customers' experiences.

The first book devoted

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entirely to B2B social marketing B2B markets are fundamentally different from consumer markets. Decisions are made on value, not impulse. Buying cycles are complex, often with many stakeholders involved.

Get Free The B2B Marketer's Journey: How To Generate More Leads With High Relationships and support are critical. Bet-the- Performance B2B Copywriting business decisions demand discipline, knowledge, and lots of information. This hands-on guide covers topics unique to this segment, including cost



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justification, prospecting  
and lead generation,  
matching tools to the sales  
funnel, building, B2B search  
engine optimization, social  
media monitoring, social  
media policy development,  
long-term client

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relationships, gaining stakeholder support, building a more transparent organization, and what's coming next. Features plentiful examples, case studies, and best practices Focuses on the channels that

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are most effective for B2B marketers Builds on the authors' more than 30 years of combined experience in the new media/social media space, as well as two previous successful books Leverage the vast business-

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to-business potential of  
Facebook, LinkedIn, Twitter,  
and many other social media  
platforms today with Social  
Marketing to the Business  
Customer!

Differentiate, Develop and  
Deliver Lasting Customer

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Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More

*B2B Digital Marketing Strategy is a decisive guide to the most recent developments in the field. It gives*

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space.

*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*

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*marketing practitioners and  
ANNUITAS clients who have  
transformed their organizations and  
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*marketing and sales In the newly revised and updated edition of No Forms. No Spam. No Cold Calls: The Next Generation of Account-Based Sales and Marketing, celebrated speaker, writer, and Chief Market Officer of 6sense,*

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*Latané Conant, delivers an eye-opening and engaging guide for salespeople and marketers to use technology to identify prospects and put them at the center of everything they do. You'll learn how to prioritize which accounts to*

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*work, engage the entire buying team, uncover hidden intent signals, and measure real success. You'll also discover: Strategies for building a tech-stack that prioritizes your customers Ways for chief marketing officers to stop playing*

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