
Acknowledgments

Penn State's Institute for the Study of Business Markets (ISBM) was founded in 1983 with a dual mission: to expand research and teaching in B2B marketing in academia and to improve the practice of B2B marketing in industry. We viewed the former as the route to the latter, and the ISBM is dedicated to providing the platform for future best practices in B2B marketing.

When Alan Sturmer of Edward Elgar Publishing contacted us about putting together a B2B Marketing Handbook, the timing could not have been better: the ISBM had just celebrated its 25th anniversary. We have supported a great deal of research over the years, and many of the ideas the ISBM had championed had turned into (profitable) mainstream practices. But we could not point to any single work that consolidated our key learnings. What better vehicle than a handbook, co-published by Edward Elgar and the ISBM! Hence, we must first thank Alan Sturmer and Edward Elgar Publishing for inviting us to undertake this activity, as well as the ISBM sponsoring companies and staff, particularly the ISBM's Executive Director Ralph Oliva, for their enthusiastic support of this venture.

We view a book as a sort of iceberg. The visible book, the above-water bit, is one-seventh of the total, and there would be no book (or iceberg) without the six-sevenths that is out of sight. Hence the acknowledgements that follow here.

Each of the chapters received critical and constructive comments from at least two reviewers. Most of those reviewers were other authors, whom we will not name personally but rather thank as a group (their names are prominently displayed in the table of contents and elsewhere). In addition to the authors, we received excellent and helpful reviews from Anindita Chakravarty, Sharmila Chatterjee, Hubert Gatignon, Alok Kumar, Girish Mallapragada, Vithala Rao, Gaurav Sabnis, Gerrit van Bruggen, Qiong Wang, Fred Wiersema and Chen Zhou.

Managing the period between the point an author or group of authors agree to contribute a chapter until that chapter is complete requires both administrative and editorial skills. Lori Nicolini provided the former. She kept close tabs on, cajoled and sometimes badgered authors to provide what they promised in a timely manner, coordinated the interaction with the editors and publisher and did whatever else was needed to produce this handbook. This work is as much hers as ours.

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