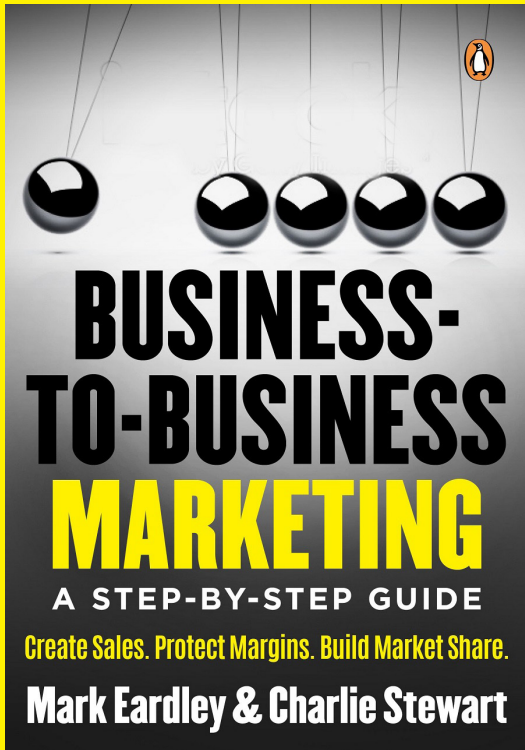


■ BOOKWORMS

BUSINESS-TO-BUSINESS MARKETING



The way businesses buy from one another has changed profoundly in recent years. Markets have evolved, disruptive technologies have sprung up and buyers' expectations have changed.

But despite this, the fundamentals of business-to-business marketing have remained constant: today's corporate decision-makers still need to know who you are, what you do and why you matter to them.

In *Business-to-Business Marketing*, Mark Eardley and Charlie Stewart review the basic rules of B2B marketing.

They offer guidance on how to:

- Motivate your markets to buy from you,
- How to differentiate yourself from your competitors and
- Explain which tactics to use to reach your customers with the right messages at the right time.

Their step-by-step guide will help your marketing effort deliver three critical results –

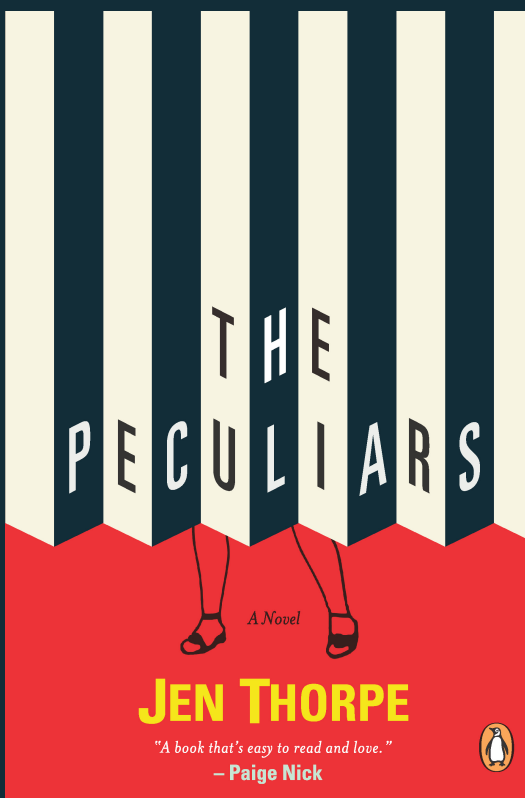
- Increased sales,
- Rising market share and
- Rock-solid margins.

Written in straightforward, punchy language with simple, practical take outs at the end of each chapter, this is a must-have book for anyone involved – in any way at all – with attracting and retaining profitable customers.



Penguin
Random House
South Africa

THE PECULIARS - JEN THORPE



Phobias abound at the Centre for Improved Living, where Nazma goes for help. She's crazy about baking and desperately wants to become a pastry chef, but her fear of driving keeps her stuck working in a train-station kiosk, where she sells stale food to commuters while dreaming of butter croissants and fresh strudel.

The Centre is also a lifeline for Sam, who is scared to death of being robbed and spends his days in his pyjamas in front of his computer, his house alarm always armed.

Like the rest of the patients, Nazma and Sam want to face their fears, but will four weeks at the Centre be enough to change their lives? And will the two allow their budding romance to bloom without letting their phobias get in the way?

Meanwhile, the Centre risks losing its funding, a fear that Ruby, the Centre's eccentric director, must face while she tries to manage the patients' fears.

Set in a Cape Town as peculiar as its characters, *The Peculiars* is Jen Thorpe's heart-warming and humorous debut.



Penguin
Random House
South Africa