



# Procurement Marketing: A Strategic Concept

*Udo Koppelman*

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## **Procurement Marketing: A Strategic Concept** Udo Koppelman

A compilation of the core aspects of procurement marketing in a way which allows an easier translation of relevant theoretical findings into every-day business. The book adopts a decision-orientated approach, starting with a situation analysis and leading through a heuristic structure to the right combination of procurement tools. A valuable tool for continual reference.

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