

Chapter 13: Answers to Questions for Review and Discussion - Fall 2012

7. Why should a business-to-business marketer care about building a strong brand?

One major reason for establishing business-to-business brand is to avoid commoditization and to fight price erosion. Brand provides you with the strength needed to survive in a competitive environment. They are based on the perception of your customers; unfortunately, you do not own them!

8. Why is it advantageous to have your brand designated as a standard by a customer's purchasing process?

By establishing a brand as a standard, the company establishes a threshold which other competition have to reach first, before competing. The examples used in the book are brands like Xerox, Velcro, Plexiglas, Makrolon and Lexan. This could be achieved through innovative technological solutions or being best in service.