

Where SEAMLESS: Successful B2B marketing, selling and account management, by Peter Bayley, supports a Harvard Business Press case study, by chapter

In *SEAMLESS – Successful B2B marketing, selling and account management*, the authors and 20 successful businesspeople share their practical experience and the valuable lessons they learned at the sharp end of branding, selling, and marketing. Readers and students of the specific Harvard Case Studies below can use SEAMLESS as further reading material for these vital topics and related marketing, selling and account management issues.

Seamless Chapter number and Title	Harvard Case Study, Article, or Simulation
<p>Chapter 1. Market research, Analysis and Segmentation</p>	<p>Blue Ocean Strategy W. Chan Kim and Renee Mauborgne From the Magazine. October 2004</p>
<p>Summary of connection: Discussion of market selection principles, including first-to-market advantage and the high cost of creating new market demand. (Specific reference to the Blue Ocean strategy)</p>	
<p>Chapter 1. Market research, Analysis and Segmentation</p>	<p>What You Need to Know About Segmentation by Gretchen Gavett July 09, 2014</p>
<p>Summary of connection: How segmentation analysis must go beyond demographics to define differing customer expectations, needs and propensity to buy, with expert comment.</p>	
<p>Chapter 2. Company Branding and Competitive Positioning</p>	<p>Hunley, Inc.: Casting for Growth John A. Quelch and James T. Kindley Published: September 20, 2018</p>
<p>Summary of connection: How branding – once established – drives both company and product positioning for competitive advantage, with expert comment and consideration of rebranding and brand extension, with examples.</p>	
<p>Chapter 3. Prospect qualification and competitive analysis.</p>	<p>The Five Competitive Forces That Shape Strategy Michael E. Porter From the Magazine (January 2008)</p>
<p>Summary of connection: The importance of understanding the micro- and macro-competitive environment that company strategy must be prepared to address.</p>	
<p>Chapter 5. The Pitch – Proposal, Tender and Presentation</p>	<p>Customer Value Propositions in Business Markets James A. Narus, and Wouter Van Rossum From the Magazine (March 2006)</p>
<p>Summary of connection: Comprehensive discussion on how to develop and present your best value proposition in multiple forms to your segmented market, with expert comment.</p>	