

Part V

New Perspectives on Marketing Organizing Processes

In this part, we address conceptual ideas for enduring solution-oriented business. In doing this, we address the following:

- (1) How to genuinely analyze reorganizational needs and transition processes in marketing? We address this conceptually, but based on empirical studies (Chapter 15).
- (2) If it is true that solution-oriented business tend to foster an evermore embedded (networked) and interacted business landscape? Then, what implications will that have on the organizing and managing of sales and marketing? We address this by looking into some of the features of two different perspectives on markets: the “markets as markets” and the business network views and the resulting managerial challenges (Chapter 16).
- (3) How to find ways to inspire and lead the development of new solutions? We approach this by looking at ways to utilize the brand orientation idea (Chapter 17).
- (4) What new developments and research seem to be urgent in future studies of B2B marketing and sales? We make an overview of important research areas, also in addition to the themes addressed in this book (Chapter 18).