**ABSTRACT.** A total of 131 books were reviewed over the period, 1993-2003 in the Book Review Section of the *Journal of Business-to-Business Marketing*. The books encompassed a broad array of topics, including the basic marketing mix elements of business-to-business marketing, purchasing, buyer-seller relationships, global marketing, Internet and e-commerce, organization studies, research methodology, strategy and general management and education. During this period, 5 review essays provided thematic and comparative evaluation of a set of books.

This cumulative index is divided into two sections. The first provides a subject listing of books reviewed and the second is a chronological listing. All book reviews are located at the end of each issue of the journal. [Article copies available for a fee from The Haworth Document Delivery Service: 1-800-HAWORTH. E-mail address: <docdelivery@haworthpress.com> Website: <http://www.HaworthPress.com> © 2003 by The Haworth Press, Inc. All rights reserved.]

**KEYWORDS.** Business marketing, business-to-business marketing, industrial marketing, book reviews, review essays
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The Customer Marketing Method: How to Implement and Profit from Customer Relationship Management, by Jay Curry with Adam Curry  
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