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marketing of goods and services to organizations is b2b marketing This gradually superseded the older term 'industrial marketing' in the 80s and 90s The expression b2b marketing is synonymous with business marketing; these will be the two terms that we use throughout this book

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that market their products to business and government customers This course focuses on the skills students need to understand the unique needs of business customers and succeed in marketing and management roles within B2B businesses Case studies and guest lecturers focus on ...

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Chapter 1 A Business Marketing Perspective

Chapter 1—A Business Marketing Perspective MULTIPLE CHOICE 1 The business market consists of the following three components: a commercial enterprises, resellers, and government

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