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South-Western, Cengage Learning, 2010. – 668 p., – ISBN:

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Name: Class: Date: Chapter 01 - A Business Marketing Perspective
27. Based on the volume of their purchases, _____ are the most
important commercial customers in the business or industrial
market.

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Bank Description. IM Part 3: Exam Questions: MC, TF, SA, Essay.
Chapter 1A Business Marketing Perspective. MULTIPLE CHOICE.

1. The business market consists of the following three components:
 - a. commercial enterprises, resellers, and government.
 - b. manufacturers, institutions, and defense.

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Managing Services for Business Markets. 12. Managing Business Marketing Channels. 13. Business Market E-Strategies. 14. Supply Chain Strategies. 15. Pricing Strategy for Business Markets. 16. Business Marketing Communications: Advertising and Sales Promotion. 17. Business Marketing Communications: Managing Personal Selling Functions. PART V: EVALUATING BUSINESS MARKETING STRATEGY AND PERFORMANCE. 18.

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Business to Business Marketing Professor Lawrence Feick ...

channels to market Often complex channels with multiple
intermediaries Business-to-Business Marketing Consumer-Goods

Marketing Source: Based on Michael Hutt and Thomas Speh,
Business Marketing Management, 5th ed. (Fort Worth, Tex: The
Dryden Press, 1995), pp. 11-13. ...

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