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Michael D. Hutt (PhD, Michigan State University) is the Ford Motor Company Distinguished Professor Emeritus of Marketing at the W. P. Carey School of Business, Arizona State University. He has also held faculty positions at Miami University (Ohio) and the University of Vermont.

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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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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. Controlling Business Marketing Strategies.

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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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Business to business markets are considerably more challenging than consumer markets and as such demand a more specific skillset from marketers. Buyers, with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer. Given that the products themselves may be highly complex, this often requires a sophisticated buyer to understand them. Increasingly, B2B relationships are conducted within a global context. However all textbooks are region-specific despite this growing move towards global business relationships – except this one. This textbook takes a global viewpoint, with the help of an international author team and cases from across the globe. Other unique features of this insightful study include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics and CSR early in the text; and detailed review of global B2B services marketing, trade shows, and market research. This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues, CRM, and social media as well as personal selling. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. Yet, it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge.

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