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intends to serve

the needs of

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customers representa  
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Business Marketing

Channels. Chapter 11

Supply Chain

Management.

Chapter 12 Pricing

Strategies for

Business Markets.

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Marketing

Communications:

Advertising and Sales

Promotion. Chapter

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14 Business

Marketing

Communications:

Managing the

Personal Selling

Function. Chapter 15

Marketing

Performance

Measurement ...

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following three

components: a.

commercial

enterprises, resellers,

and government. b.

manufacturers,

institutions, and

defense.

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for Business Markets.

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Business Marketing

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Business Market E-

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Business Markets. 16.

Business Marketing

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Marketing:

Advertising and Sales  
Promotion. 17.

Business Marketing

Communications:

Managing Personal  
Selling Functions.

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BUSINESS

MARKETING

STRATEGY AND

PERFORMANCE. 18.

Controlling Business

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channels to market

Often complex

channels with

multiple

intermediaries

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