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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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Business Marketing is typically taught in four-year schools at both the undergraduate and graduate level. The course details the key differences between consumer goods and business-to-business marketing and most often includes case coverage. This course is typically found in the marketing department.

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Test Bank for Business Marketing Management B2B 12th Edition by Hutt. Download FREE Sample Here for Test Bank for Business Marketing Management B2B 12th Edition by Hutt. Note : this is not a text book. File Format : PDF or Word. TABLE OF CONTENTSPART I: THE ENVIRONMENT OF BUSINESS MARKETING. 1. A Business Marketing Perspective. 2.

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