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CHAPTER 7

BUSINESS-TO-BUSINESS (B2B) MARKETING

CHAPTER OVERVIEW

The consumer marketplace is easy to see and define. We all act as consumers as we make purchases every day—whether it's a newspaper, a pack of gum, or a new convertible. But beyond the actual purchase, we also become aware of products or services, consider the options, think about what we truly need or what we merely want. And we can't help noticing the barrage of marketing messages aimed at us through a variety of media.

The same thing happens with business purchasers in their everyday considerations and decisions about buying goods and services. And the business-to-business, or B2B, marketplace is much larger than the consumer side of marketing.

U.S. companies pay more than \$300 billion each year just for office and maintenance supplies. Government agencies contribute to the business-to-business market even further. The Department of Defense budget request for one recent year was more than \$600 billion. U.S. business-to-business commerce conducted over the Internet now totals over \$3 trillion.

Unlike individual purchase decisions, decisions involved in the B2B market are more complex because it involves multiple decision makers. B2B purchase decisions emphasize customer satisfaction and customer loyalty—the key factors for developing long-term relationships with partners. Ability to respond quickly to unique and changing circumstances is another dimension of these purchase decisions.

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Chao Zhang



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