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CHAPTER 6

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 alone for one recent year was nearly \$515 billion. And business-to-business commerce conducted over the Internet now totals nearly \$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

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JR Anderson



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Table of Contents Contemporary Marketing 2002 Update Edition

1. Understanding the eBook Contemporary Marketing 2002 Update Edition
 - The Rise of Digital Reading Contemporary Marketing 2002 Update Edition
 - Advantages of eBooks Over Traditional Books
2. Identifying Contemporary Marketing 2002 Update Edition
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Contemporary Marketing 2002 Update Edition
 - User-Friendly Interface
4. Exploring eBook Recommendations from Contemporary Marketing 2002 Update Edition
 - Personalized Recommendations
 - Contemporary Marketing 2002 Update Edition User Reviews and Ratings
 - Contemporary Marketing 2002 Update Edition and Bestseller Lists
5. Accessing Contemporary Marketing 2002 Update Edition Free and Paid eBooks
 - Contemporary Marketing 2002 Update Edition Public Domain eBooks
 - Contemporary Marketing 2002 Update Edition eBook Subscription Services
 - Contemporary Marketing 2002 Update Edition Budget-Friendly Options
6. Navigating Contemporary Marketing 2002 Update Edition eBook Formats

- ePub, PDF, MOBI, and More
 - Contemporary Marketing 2002 Update Edition Compatibility with Devices
 - Contemporary Marketing 2002 Update Edition Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Contemporary Marketing 2002 Update Edition
 - Highlighting and Note-Taking Contemporary Marketing 2002 Update Edition
 - Interactive Elements Contemporary Marketing 2002 Update Edition
 8. Staying Engaged with Contemporary Marketing 2002 Update Edition
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Contemporary Marketing 2002 Update Edition
 9. Balancing eBooks and Physical Books Contemporary Marketing 2002 Update Edition
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Contemporary Marketing 2002 Update Edition
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Contemporary Marketing 2002 Update Edition
 - Setting Reading Goals Contemporary Marketing 2002 Update Edition
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Contemporary Marketing 2002 Update Edition
 - Fact-Checking eBook Content of Contemporary Marketing 2002 Update Edition
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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