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Business-to-Business Marketing

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About this Publication:

Business-to-business marketing is the first *B2B marketing* book in South Africa written by local academics. Its content therefore includes material to which South African students of B2B marketing can relate more easily.

This book is about businesses marketing their products and services to other businesses and covers concepts related to this environment. It gives valuable insights into business-to-business marketing management, as well as analysing B2B buying practices, supply chain management, the selection of business customers and the development of a B2B marketing strategy. It provides readers with an understanding of what B2B marketing is and how it differs from business-to-consumer (B2C) marketing. The book has a strong theoretical basis, while also exploring many case studies from a South African perspective.

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- Organizational Buying and Buyer Behaviour
- The Legal and Regulatory Environment
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