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Business to Business Marketing Strategies

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Business-to-business (B2B), also called B-

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Business-to-Business (B2B)
Definition

It is a way to promote business and improve profit too. Business marketing is

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also known as industrial marketing or business-to-business (B2B) marketing. Business-to-government marketing, while still classified within the B2B discipline due to the sharing of dynamics, does differ slightly.

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