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- business
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1. **RIP traditional B2B marketing**
Computer Reseller News (UK), 03/2015
... are relying on ancient B2B marketing techniques, according to Microsoft. "Increasingly, Microsoft will be investing in partner marketing efforts that utilise content...
Journal Article: [Full Text Online](#)

2. **B2B MARKETING: Netting b2b customers**
Brand Strategy, 09/2005
The internet has become a critical communications channel B2B marketing activities...
Trade Publication Article: [Full Text Online](#)

3. **B2B MARKETING: Netting b2b customers**
Brand Strategy, 09/2005
... environment The internet has become a critical communications channel for HP's B2B marketing activities. To sustain market leadership in PCs across Europe, Africa...
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We hope this service makes finding information easier.

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Business marketing
From Wikipedia, the free encyclopedia

Business marketing is the practice of individuals, or organizations, including commercial businesses, governments and institutions, facilitating the sale of their products or services to other companies or organizations that in turn resell them, use them as components in products or services they offer, or use them to support their operations. Also known as industrial marketing, business marketing is also called business-to-business marketing, or B2B marketing, for short. (Note that while marketing to government entities shares some of the same dynamics of organizational marketing, Business-to-government marketing is meaningfully different.)
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