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Discover@Bolton

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The results shown are from the Library's subscriptions, to extend your search beyond that, choose the "Check this box to search open access resources beyond your library's collection" option at the top of the results list to include additional open access resources.

\*Note that not all databases are included, eg. Lexis Library and Westlaw

Refine your results using the options on the left of the screen

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- Scholarly & Peer-Review
- Peer-Review
- Your Library Catalogue

ITEM TYPE

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- Journal Article
- Trade Publi...
- Magazine A...
- Book / eBook
- More...

SUBJECT AREA

- Any
- business
- economics
- engineering
- computer s...

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...  
Newsletter: [Full Text Online](#)

The type of resource shows here. Click on **Full Text Online** to access electronic resources or **Check Availability** to view a catalogue record for a print resource.

Discover@Bolton will provide a definition of your search term: look out for the information on the right of the screen. Where available, this will be from one of our reference databases. If this isn't available, the definition will be sourced from Wikipedia - please check with your tutor as to its acceptability as a quotable reference.

You will also see **Related Topics** which may be useful. Click on a suggested topic to see an alternative list of results.

We hope this service makes finding information easier.

Any feedback is greatly appreciated; please get in touch via [summonfeedback@bolton.ac.uk](mailto:summonfeedback@bolton.ac.uk).

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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- [Direct marketing](#)
- [Diversification](#)

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