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1 Development of **B2B marketing** theory
by Hadjikhani, Amjad; LaPlaca, Peter

Industrial Marketing Management, 04/2013, Volume 42, Issue 3

Despite the practice of **B2B marketing** dating back several thousand years, **B2B marketing** studies did not exist in significant numbers prior to the last three decades and we are now in the a...

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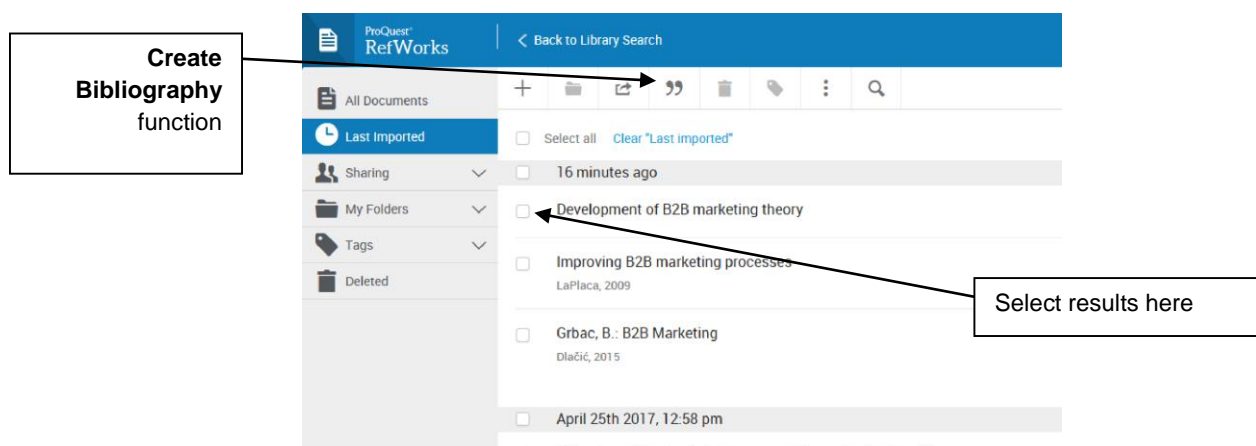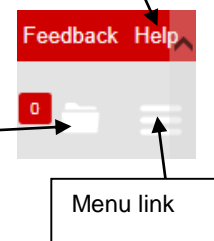
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