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1.1 Why B2B is differentUpon completion of these exercises student should be able to state the reason WHY B2B marketing is different from B2C—the intended use of the product (usage purpose) and the intended consumer/buyer (target market)-with varying levels of conceptual, critical thinking or creative support.

CHAPTER 1

Michael D. Hutt (PhD, Michigan State University) is the Ford Motor Company Distinguished Professor Emeritus of Marketing at the W. P. Carey School of Business, Arizona State University. He has also held faculty positions at Miami University (Ohio) and the University of Vermont.

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