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to the other which in turn either further sells them to the consumers or use them to support their own system.

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businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. Business-to ...

Business-to-Business (B2B)

Definition

It is a way to promote business and improve profit too. Business marketing is also known as industrial marketing or

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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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