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Chapter 02 The Character of Business Marketing

Chapter 02 - The Character of Business Marketing 2-4 15 (p 48) Firms that have enjoyed a long-term committed relationship should avoid any

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marketing of goods and services to organizations is b2b marketing This gradually superseded the older term 'industrial marketing' in the 80s and 90s The expression b2b marketing is synonymous with business marketing; these will be the two terms that we use throughout this book

Chapter 1

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internal and external communication outcomes in business Lori Harvill Moore operates Lorric Communication, a company dedicated to helping managers craft marketing communications for online and offline media She also offers consulting services to business owners who need to document internal processes and evaluate process efficiency

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International Journal of Sport Management and Marketing, Nonprofit Volunteer Sector Quarterly, and Case Studies in Sport Management, and she frequently presents at international conferences such as the conference for the International Association of Communication in Sport, Sport Marketing

Association, and North American Society of Sport Management

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