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Special challenges and opportunities confront the marketer who intends to serve the needs of organizations rather than households. Business-to-business customers represent a lucrative and complex market worthy of separate analysis.

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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

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Name: Class: Date: Chapter 01 - A
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Based on the volume of their
purchases, _____ are the most
important commercial customers in
the business or industrial market.

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MULTIPLE CHOICE. 1. The business
market consists of the following three
components: a. commercial
enterprises, resellers, and
government. b. manufacturers,
institutions, and defense.

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Markets. 12. Managing Business
Marketing Channels. 13. Business
Market E-Strategies. 14. Supply Chain
Strategies. 15. Pricing Strategy for
Business Markets. 16. Business
Marketing Communications:
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Business Marketing Communications:
Managing Personal Selling Functions.

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with multiple intermediaries Business-
to-Business Marketing Consumer-
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