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Name: Class: Date: Chapter 01 - A
Business Marketing Perspective 27. Based
on the volume of their purchases, ____
are the most important commercial
customers in the business or industrial
market.

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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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Managing Services for Business 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: Advertising and Sales Promotion. 17. **Business Marketing Communications:** Page 32/35

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