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Customer Value Proposition 12 ... Bases for Segmenting Business Markets 99 INSIDE BUSINESS MARKETING: Balancing Risk and Return in a Customer Portfolio 100 Wed, 06 Feb 2019 01:12:00 GMT Business Marketing - docview1.tlvnimg.com - Business Marketing Management: B2B lie MICHAEL D. HUTT Arizona State University THOMAS W. SPEH ... Chapter 11 Supply Chain Management 273 Supply Chain Management: A Tool for Competitive Advantage 275 ... Inventory Management 292 INSIDE BUSINESS MARKETING: The Profit Impact of Inventory Management 293 Third-Party Logistics 293 Thu, 14 Feb 2019 14:53:00 GMT Business Marketing Management: B2B - GBV - A diverse array of organizations make up the business market. These organizations can be broadly classified as: a. commercial enterprises, governmental organizations, and institutions. b. commercial enterprises, users, and governmental units. c. commercial enterprises, users, and original equipment manufacturers. Mon, 14 Jan 2019 06:18:00 GMT Chapter 1 A Business Marketing Perspective - Hutt's teaching and research interests are concentrated in the areas of business-to-business marketing and strategic marketing. His current

research centers on the marketing-finance interface, particularly the application of financial portfolio theory to customer management.

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