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business market consists of the  
following three components: a.  
commercial enterprises, resellers, and

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government. 2. Concerning  
manufacturing customers, the  
business market is: a. concentrated by  
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CHOICE 1. The business market  
consists of the following three  
components: a. commercial  
enterprises, resellers, and

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government, b. manufacturers,  
institutions, and defense.

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1.1 Why B2B is different  
Upon completion of these exercises student  
should be able to state the reason

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WHY B2B marketing is different from B2C – the intended use of the product (usage purpose) and the intended consumer/buyer (target market)-with varying levels of conceptual, critical thinking or creative support.

## CHAPTER 1

# Read Online Business Marketing Management

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 (Ohio) and the University of Vermont.



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