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As the name suggests “Business to
Business Marketing” (B2B Marketing)
refers to the exchange of either goods or
services or both between two businesses
(organization/firm). “Business to business
marketing” also known as industrial
marketing involves the sale of goods and

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services by one organization to the other which in turn either further sells them to the consumers or use them to support their own system.

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Business Business Marketing is typically taught in four-year schools at both the undergraduate and graduate level. The course details the key differences between consumer goods and business-to-business marketing and most often includes case coverage. This course is typically found in the marketing department.

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Business-to-business is a situation where one business makes a commercial transaction with another. This typically occurs when: A business is sourcing materials for their production process for output. Example: Providing raw material to the other company that will produce output. A business needs the services of another for operational reasons. A business re-sells goods and services produced by others. B2B is often contrasted with business-to-consumer. In B2B commerce, it is often the case that

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