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Any organization or firm actively involved in the transaction of goods and services to the consumers/end users is known as business. 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 (B2B) Marketing - An Overview

Chapter 1 A Business Marketing Perspective – Business Marketing 4; Business Marketing Management 5 Business Market Customers 6 C) B2B TOP PERFORMERS: Jim Ryan, President and Chief Executive Officer, W.W. Grainger, Inc. 7 Business Markets versus Consumer-Goods Markets 7 B2B TOP PERFORMERS: Career Path for B2B CEOs: For Many,

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Business Marketing Management: B2B. 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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