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buyer or purchasing manager, roles in a purchase decision.
3/6 users, influencers, buyers, deciders, and gate keepers.
The specific buying situation will influence the number of people and the different roles played in a buying center.

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capabilities of the supplier itself are known as Organizational
buyers are divided up into what markets? 1. government 2.
industrial 3. reseller _____ marketing refers to marketing of
goods and services to organizations for use in the creation of
goods and services that they can produce and market to
others. industrial and/or business ...

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marketing costs, _____ buying is popular in all three kinds of

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organizational markets. independent trading communities and private exchanges provide online trading platforms for organizations and are examples of e-marketplaces In a(n) _____ auction, products are simply sold to the buyer with highest bid.

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opportunities because firms no longer find it necessary to market their products and services on a nation-by-nation

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basis-possible due to greater uniformity in product and packaging standards;-fewer regulatory restrictions on transportation, advertising, and promotion imposed by countries; and the removal of most tariffs that affect ...

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STUDY. PLAY. market segmentation. the process of breaking down all consumers into groups of potential buyers with similar characteristics. targeted marketing. choosing select groups of people to sell to. mass marketing. selling the same product to all consumers. one-to-one marketing . forming
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included in the negotiations between a buyer and seller in organizational markets 3. Price In a _____ auction, there are many suppliers involved and buyers benefit from the lower prices generated from this type of auction.

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Modified rebuy - users, influencers or deciders in the buying center want to change the product/purchase order in some

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way (product specification, price, delivery, schedule or supplier) Organizational Buying Behavior Decision-making process that organizations use to establish the need for products and services and identify, evaluate and ...

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7/30/18, 7)59 AM Principles of Marketing - Chapter 5 Flashcards | Quizlet Page 4 of 15 Database marketing is also known as _____. marketing analytics Typically, data collection begins with _____. reviewing existing research The first step for any marketing research activity is to _____. clearly identify and define the problem Caroline started her marketing research process by identifying the ...

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