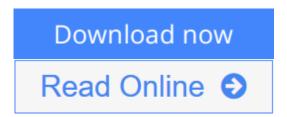


### **Business to Business Marketing**

By Robert Vitale, Waldemar Pfoertsch, Joseph Giglierano



**Business to Business Marketing** By Robert Vitale, Waldemar Pfoertsch, Joseph Giglierano

A foundation in business-to-business marketing that emphasizes the dynamics of the marketplace.

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