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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 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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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

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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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