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I am in an online business marketing class this summer, and needed this Business Marketing book, specifically the fourth edition, for my class. Both the picture and the description state that this is the fourth edition, by Dwyer and Tanner.

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Chapter 1: Business-to-Business markets and marketing Introduction Lying behind every consumer purchase in a modern economy there is a network of business-to business transactions.

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Help them to see that symmetry is not essential, and perhaps not even likely. From the Field 2.1 relates Palm's reliance on suppliers to develop a PDA for under \$100. From the Field 2.3 features the career development of a business marketer in the growing field of relationship marketing.

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