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Michael D. Hutt (PhD, Michigan State University) is the Ford Motor Company Distinguished Professor Emeritus of Marketing at the W. P. Carey School of Business, Arizona State University. He has also held faculty positions at Miami University (Ohio) and the University of Vermont.

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Name: Class: Date: Chapter 01 - A Business Marketing Perspective 27. Based on the volume of their purchases, _____ are the most important commercial customers in the business or industrial market.

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Business to Business Marketing Professor Lawrence Feick ... channels to market Often complex channels with multiple intermediaries Business-to-Business Marketing Consumer-Goods Marketing Source: Based on Michael Hutt and Thomas Speh, Business Marketing Management, 5th ed. (Fort Worth, Tex: The Dryden Press, 1995), pp. 11-13. ...

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