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Business-to-business (B2B), also called B-to-B, is a form of transaction between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. Business-to ...

**Business-to-  
Business (B2B)  
Definition**

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It is a way to promote business and improve profit too. Business marketing is also known as industrial marketing or business-to-business (B2B) marketing. Business-to-government marketing, while still classified within the B2B discipline due to the sharing of dynamics, does differ slightly.

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