

## CHAPTER OVERVIEW

### 4: Business Buying Behavior

- 4.1: The Characteristics of Business-to-Business (B2B) Markets
- 4.2: Types of B2B Buyers
- 4.3: Buying Centers
- 4.4: Stages in the B2B Buying Process and B2B Buying Situations
- 4.5: International B2B Markets and E-commerce
- 4.6: Ethics in B2B Markets
- 4.7: Discussion Questions and Activities

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