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of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge. Alan Zimmermanis Professor and Area Co-ordinator for the International Business (IB) program at City University of New York, College of Staten Island, New York, USA.

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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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