

PART 3 Connecting with Customers

Chapter 7 | Analyzing Business Markets

Chapter 8 | Identifying Market Segments and Targets



In This Chapter, We Will Address the Following **Questions**

1. What is the business market, and how does it differ from the consumer market?
2. What buying situations do organizational buyers face?
3. Who participates in the business-to-business buying process?
4. How do business buyers make their decisions?
5. How can companies build strong relationships with business customers?
6. How do institutional buyers and government agencies do their buying?

From its Redwood Shores headquarters, Oracle introduces innovative marketing programs to satisfy its many business-to-business customers.