



Stockholm Business School

B2B Marketing and Sales

Book:

Hutt, M.D. & Speh, T.W. (2014). Business Marketing Management: B2B, Europe, Middle East & Africa edition. United Kingdom: South-Western / Cengage Learning. ISBN:978-4080-9371-9.

<https://www.cengagebrain.co.uk/shop/isbn/9781337418478>

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