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Help them to see that symmetry is not essential, and perhaps not even likely. From the Field 2.1 relates Palm's reliance on suppliers to develop a PDA for under \$100. From the Field 2.3 features the career development of a business marketer in the growing field of relationship marketing.

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Business Marketing: Connecting Strategy\_Relationships\_and Learning, 4th Edition, Dwyer, Tanner, Instructor Manual and test bank . CHAPTER 2 THE CHARACTER OF BUSINESS MARKETING OUTLINE OF CHAPTER. I. The Magic of Markets . A. Buyers Gauge Value . B. Sellers Opt In or Out . II. Beyond Market Coordination . A. Supply Chain Management . 1. Efficiency Gains . 2.

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