

Trade Marketing Strategies Second Edition The Partnership Between Manufacturers Brands And Retailers Marketing Series

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Trade Marketing: The Ultimate Guide [Example Strategies]

Trade marketing is a form of B2B marketing. It's the art of marketing products specifically to businesses [as opposed to consumers]. Normally, the main objective of a trade marketing campaign is to sell products to other companies who can then go on to sell those items to their customers. Who uses trade marketing and why?

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