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Classification of industrial services: A model with strategic implications

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Abstract

Increased competition has created a marketplace that has become hypercompetitive. The industrial sector of the economy has not been immune to the escalation in domestic and international competitors. The need to effectively service industrial customers has become a necessary element in the market mix of producers as well as members of industrial channels of distribution. This article addresses the classification of industrial goods/services to aid industrial marketers' marketing efforts.



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