

Summaries of the articles

[Business](#), [Marketing](#)



The Human Factor in Business-to-Business Marketing The significance of B2B marketing is highly valued considering the volume of anticipated sales.

However, analyzing the tactic from the buyer's point of view rather than the business point of view creates the opportunity to create an efficient and new experience in marketing (Odden par 2). The article develops the assumption that the function of B2B marketing approach can be made better with an increased regards of the buyer. This is based on that the buyer still remains the end source of profit regardless of the nature of the B2B negotiation. Increasing product awareness on the buyer increases the general efficiency of the marketing approach.

Odden is of the assumption that one way to increase the human factor in B2B marketing is by developing timely and relevant consumer service communication (Par 5). In the long-run the marketing approaches would not matter since all marketing strategies would be directed to the buyer (Odden par 7). This justifies the assumption that the human factor in B2B marketing approach is a mandatory and significant factor.

The article relevance to the course is based on its assertion that the consumer dictates the effectiveness of a marketing approach. In addition, organizations should solely consider the needs and wants of the buyer in order to develop an effective marketing approach. From the article, I developed the conclusion that end determinant of business strategies is the perception of the buyer. For instance, the B2B approach can only be significant and relevant if the end services and products suit the requirements of the buyer.

Work Cited

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Odden, Lee. The B's in B2B Are People Too: A More Human Approach to Business Marketing. October 1st, 2014. Web. November 15, 2014.