

Marketing assignment



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[Your full full June 17, Consumer to Business and B2B Before going into the discussion regarding C2B and B2B marketing, let us a get a better understanding of what these terms actually are. C2B is the type of transaction that takes place between consumers and companies. In C2B, consumers sell their products to different businesses and companies. On the other hand, if we study B2B transactions, we come to know that in this mode, the transactions take place between businesses. B2B promotes online businesses and facilitate import and export of products. “ B2B transactions primarily target companies and other wholesale buyers” (Pollick). We can say that B2B marketing is one of the most cost effective ways to reach international customers. B2B transactions are generally high level and more logical as compared to C2B. In B2B marketing, marketers post a detailed offer regarding their products in order to find appropriate buyers for those products and the buyers decide to buy the products based on the offer. Whereas in C2B, sellers use online auction sites to place their products for bids and sell the products to the company who places the highest bid. B2B marketing is somewhat more complex as compared to C2B. The major difference between C2B and B2B is the types of parties involved in both modes of transactions. In C2B, a consumer sells something to some other business or a company, whereas in B2B, a business party, such as manufacturer or retailer sells products to other manufacturers or retailers using online auction sites in most cases. Works Cited Pollick, Michael. “ What Is B2B?.” Wisegeek. com, 17 Apr. 2011. Web. 17 Jun. 2011.