

MKET130  
Online Quiz Ch6

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Fill in the blank

buying a packaged solution from a single seller

System selling 

People who control the flow of information to others

Gatekeepers 

When companies put their purchasing requests online and invite suppliers to bid for the business this is called

e-procurement 

When the buyer purchase a service for the first time, we call this

New task 

Schools and hospitals that provide goods and services to people in their care

institutional market 