

**Business Marketing Management: A Strategic View Of
The Industrial And Organizational Markets By Michael
D. Hutt**

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Michael D. Hutt Michael D. Hutt is the Ford Motor Company Distinguished Professor of Marketing at the W.P. Carey School of Business, Arizona State University.

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Michael D. Hutt is the Ford Motor Company Distinguished Professor of Marketing at the W.P. Carey School of Business, Arizona State University.

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