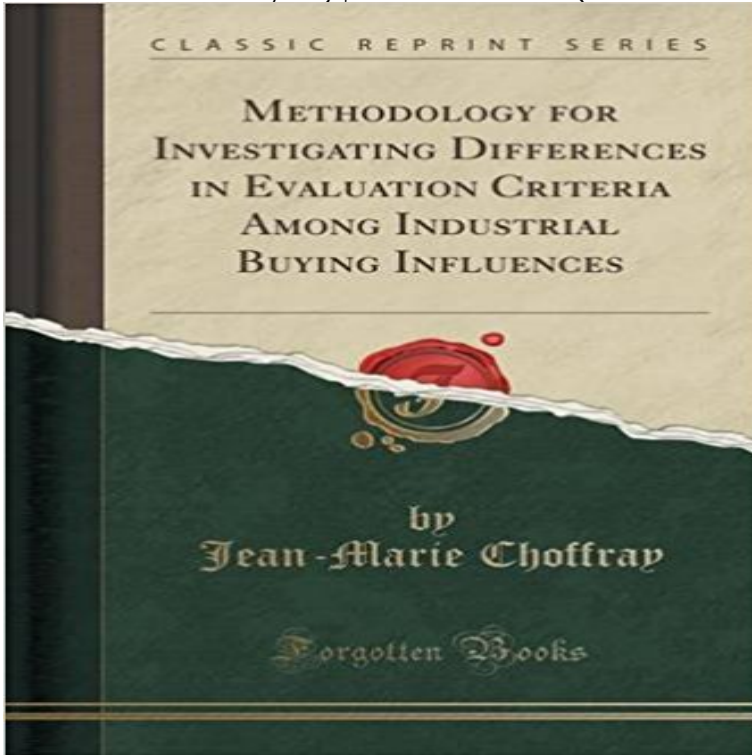


Methodology for Investigating Differences in Evaluation Criteria Among Industrial Buying Influences (Classic Reprint)



Excerpt from Methodology for Investigating Differences in Evaluation Criteria Among Industrial Buying Influences Industrial purchasing frequently involves several individuals with different backgrounds and job responsibilities. This paper develops methodology based on objective tests to assess differences in product evaluation criteria between categories of purchasing decision participants. It then determines the importance of these differences in the formation of individual preferences. Implementation of this methodology for purchase of an industrial air conditioning system is reviewed. The analysis leads to new insights in the development of marketing strategies for industrial products. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

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