Business Marketing Strategy
Driving Profitable Growth in the New B2B Environment

Top Five Countries
- United States: 64%
- Brazil: 7%
- Mexico: 3%
- Canada: 3%
- Turkey: 2%

Top Five Industries
- Manufacturing: 74%
- Services: 12%
- Wholesale Trade: 3%
- Mining: 3%
- Transportation, Communications, Electric & Gas: 3%

Top Five Job Functions
- Marketing: 65%
- Sales: 16%
- Product Management: 7%
- Business Development: 4%
- General Management: 2%

Management Levels
- Senior: 51%
- Middle: 36%
- Top: 12%