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The social psychology of industrial buying and selling

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Abstract

New ways to view industrial marketing are offered in order to clarify some currently existing confusion in the area. The dyadic or two party model and the systems model are offered as reconceptualizations leading to a better understanding of industrial marketing management. Action implications for business managers and academic researchers are suggested.



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— THOMAS V. BONOMA is Associate Professor of Business Administration and Associate Professor of Psychology at The University of Pittsburgh. He received his Ph.D. in Social Psychology from SUNY-Albany, and is a specialist in behavioral marketing, social influence, social conflict, decision behavior, and bargaining. Dr. Bonoma's interests center on the social influence processes and bargaining in the consumer and industrial segments. His major theoretical thrust is exploring the consequences of the "œdyadic paradigm" in marketing, the position that marketing is a social activity and can only be explained by social psychological laws. He has consulted with a number of firms on problems of market definition and development and has participated in many upper-level marketing management training sessions.

Dr. Bonoma serves as editorial consultant or referee for a number of journals in marketing, psychology, and sociology. He has published two books, as well as over 40 monographs, chapters, and articles in the marketing and management areas. He is co-editor of the new annual, *The Review of Marketing*.

— WESLEY J. JOHNSTON is in the business administration doctoral program at the University of Pittsburgh. He holds a B.A. and MBA from the University of Pittsburgh, and an MA from Ball State University. He was a summer fellow at the Center for Creative Leadership in 1977 and participated in an industrial internship program sponsored by Cargill, Inc. Mr. Johnston's research interests center on application of the behavioral sciences to marketing in the areas of marketing management and industrial buying. He has authored or coauthored articles in *Decision Sciences*, *American Behavioral Scientist*, and *Industrial Marketing Management*.

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