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Hutt's teaching and research interests are concentrated in the areas of business-to-business marketing and strategic marketing. His current research centers on the marketing-finance interface, particularly the application of financial portfolio theory to customer management.

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A Business Marketing Perspective
Business Marketing is typically taught in four-year schools at both the undergraduate and graduate level. The course details the key differences between consumer goods and business-to-business marketing and most often includes case coverage. This course is typically found in the marketing department.

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