

# SOME ASPECTS REGARDING BUSINESS TO BUSINESS MARKETING COMMUNICATIONS IN THE EUROPEAN UNION

**Ioana Bianca CHIȚU<sup>1</sup>**

**Abstract:** *This paper tries to introduce in business to business marketing communications, to establish the main type of business to business marketing communications and to consider some factors that influence and shape relationships between organisations.*

**Key words:** *business to business, marketing communications, promotional mix.*

---

<sup>1</sup> Dept. of Marketing, Turism, Services and International Transactions, *Transilvania* University of Braşov.