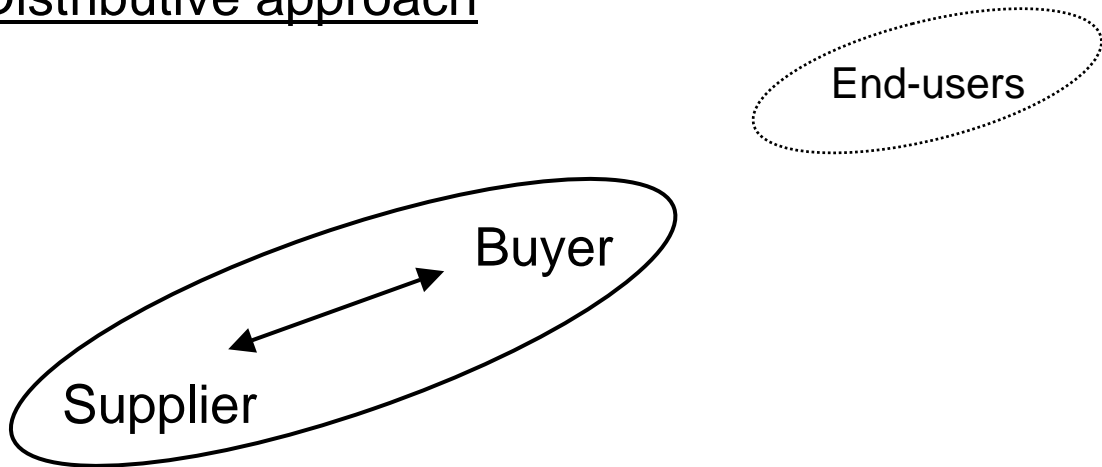


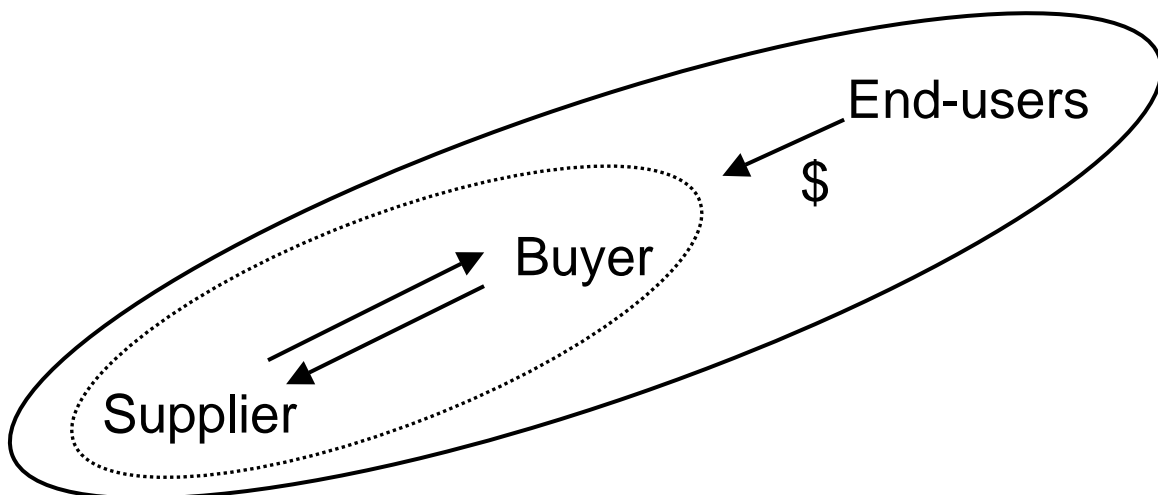
B2B: Two Different Approaches

Distributive approach



Buyer and supplier both try to maximize their own gains to the detriment of the other.

Integrative approach



Buyer and supplier try together to maximize the business with end-users and to find a fair way to share the resulting profit. They are more concerned by their competitiveness than by their profitability.