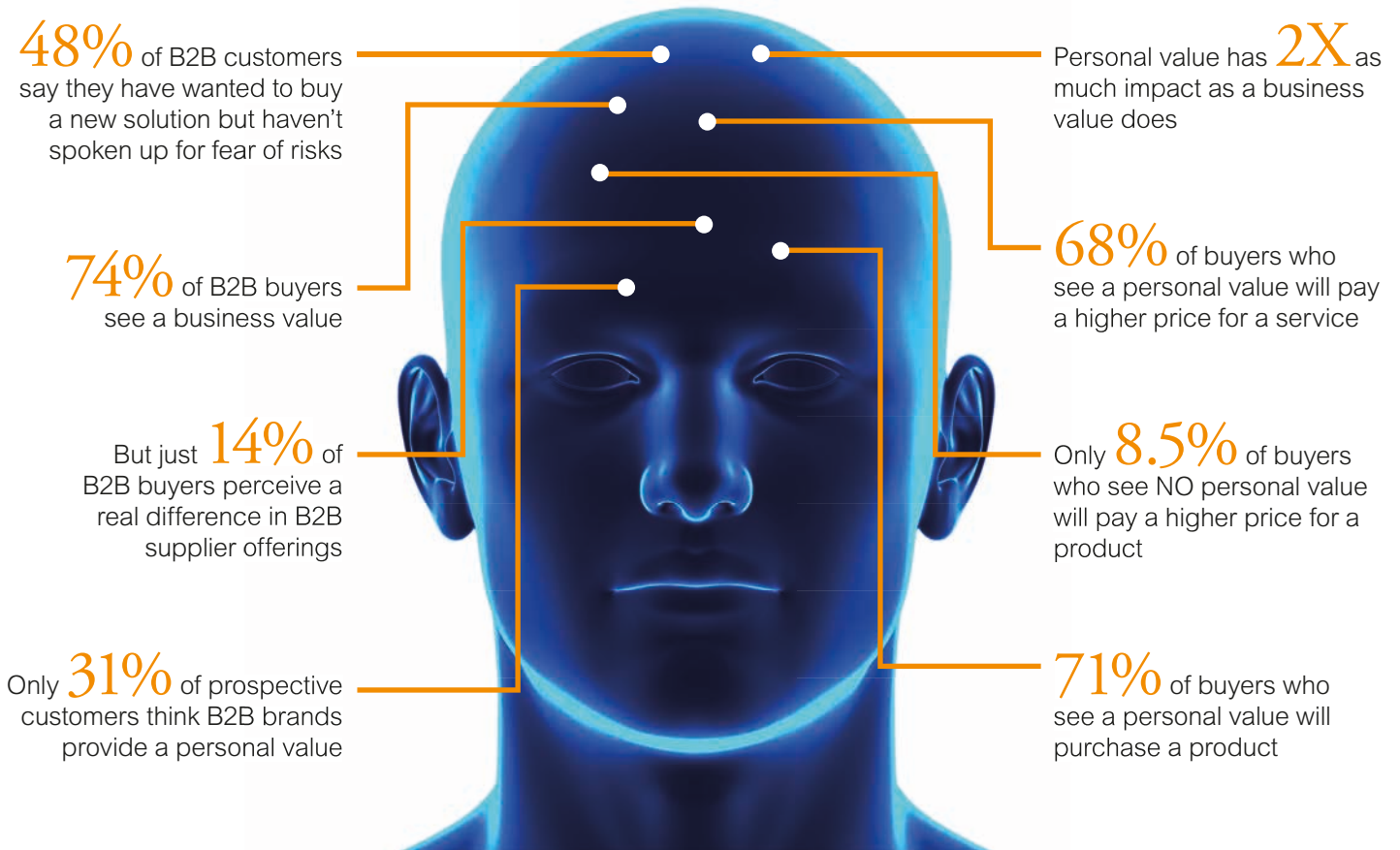


# Perceptions of B2B buyer values

Here are some very interesting stats that compare value perceived as businesses and people

## Business value

## Personal value



In B2B buying, emotions matter even more than logic and reason

Statistics by executiveboard.com 2015

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