## **MARTIN OLAUSSON**



# THE KEY INSIGHTS ABOUT USER BEHAVIOUR

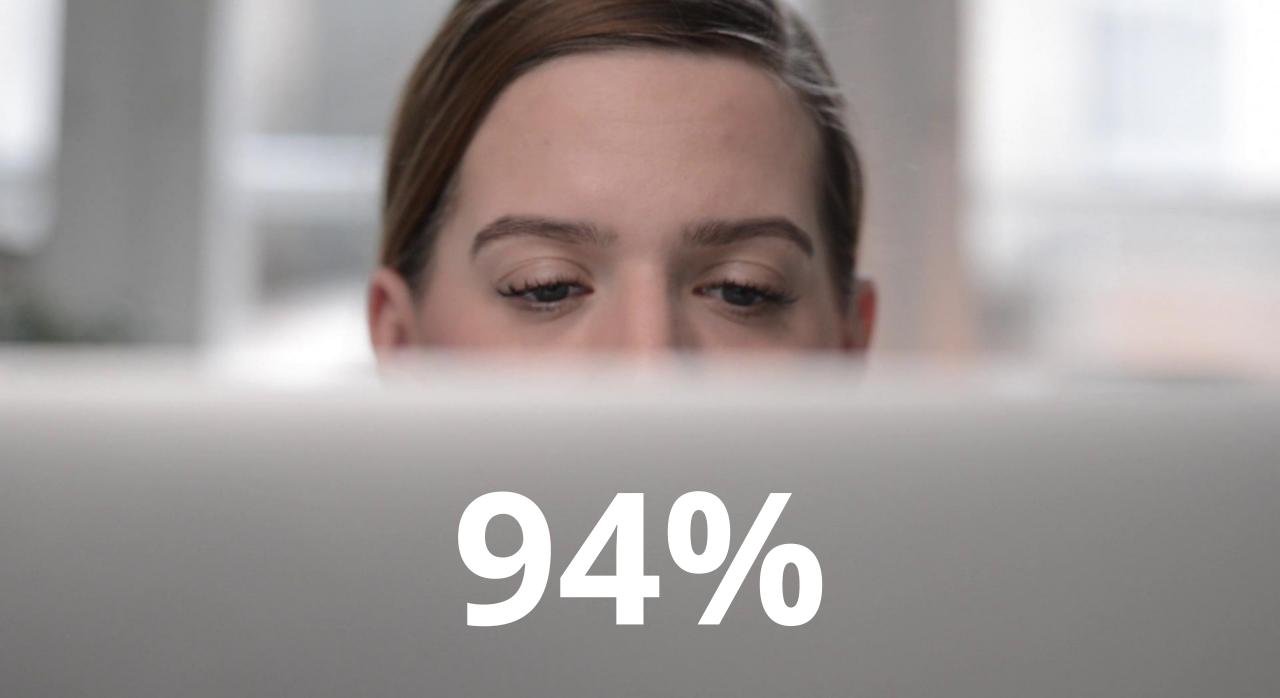
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Source: 2014 STATE OF B2B PROCUREMENT STUDY















