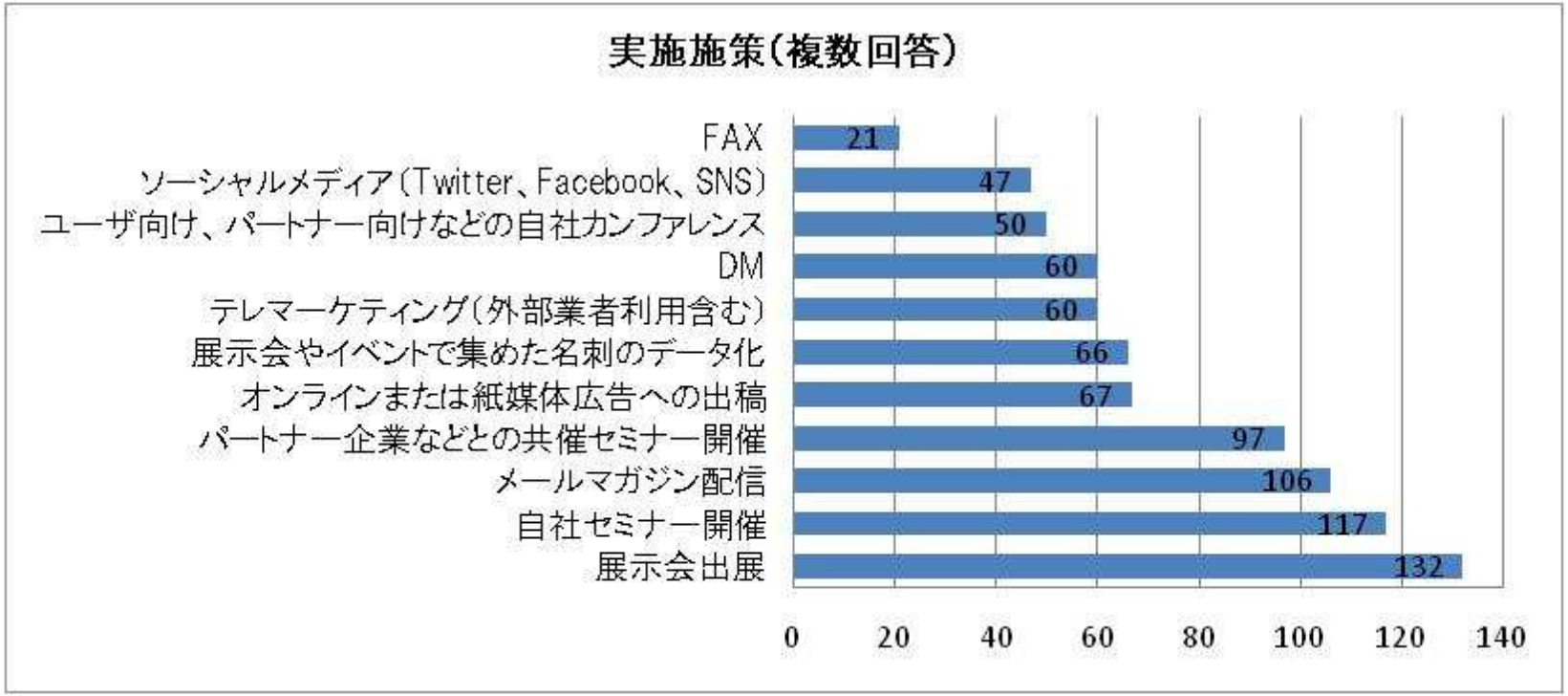BtoBマーケティング施策の動向