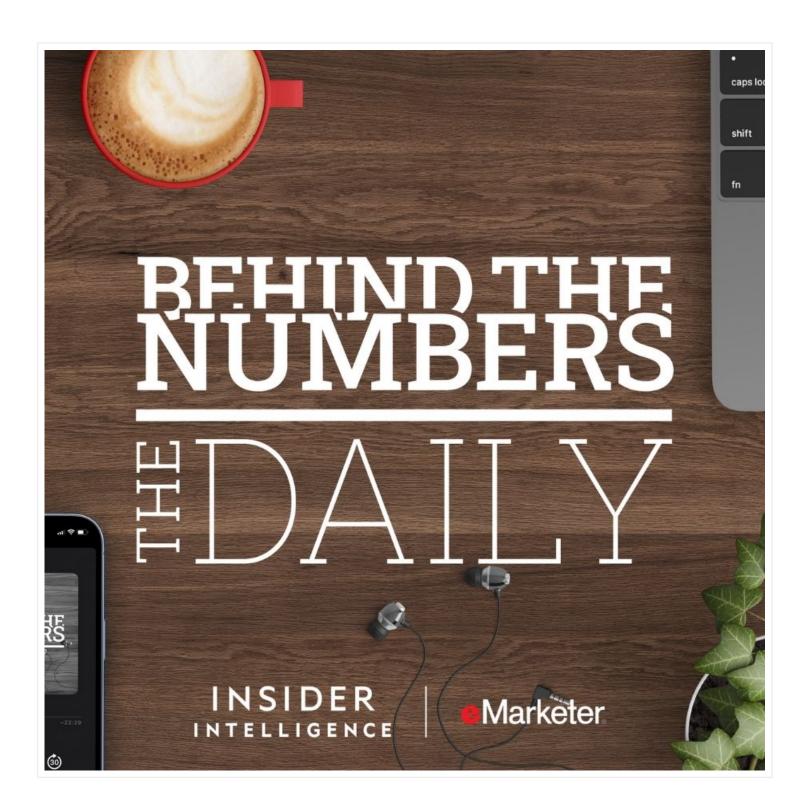
## The Daily: B2B—the best content marketing, the changing buyer-seller relationship, and online sales

**Audio** 





On today's episode, we discuss how B2B content marketing evolved through the pandemic, who does the best job, and some best practices. "In Other News," we talk about how the B2B buyer-seller relationship is changing and what share of US B2B buying will be online. Tune in to the discussion with our analyst Kelsey Voss.





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