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Título: Relationship Marketing, Exploring Relational Strategies In Marketing

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This book is suitable for any undergraduate or postgraduate student taking a course in relationship marketing.

Relationship Marketing: Exploring Relational Strategies in Marketing, 3e comprehensively examines relationships in marketing and how these influence modern marketing strategy and practice. Based principally on the concepts and theories surrounding relationship marketing, John Egan critically reviews and analyses what has been described as 'marketing's new paradigm'.