



Handbook of Relationship Marketing

Atul Parvatiyar, Jagdish N. Sheth

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As businesses increasingly stress the importance of cooperation and collaboration with suppliers and customers, relationship marketing is emerging as the 'core' of all marketing activity. In recent years, there has been an explosive growth in business and academic interest in relationship marketing, yet no comprehensive book has been available to present key concepts, theories, and applications. The editors of this volume have assembled an authoritative and global cast of chapter contributors and crafted a volume that will become the seminal, founding work in this growing field. Their approach is eclectic, including a broad coverage of topics, diverse theoretical and conceptual paradigms, and global viewpoints.

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