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THE RELATIONSHIP MARKETER 2009: RETHINKING STRATEGIC RELATIONSHIP MARKETING



Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2014. Paperback. Book Condition New. 2nd Revised edition. 235 x 155 mm. Language: English. Brand New Book ***** Print on Demand *****. In The Relationship Marketer, Soren Hougaard and Mogens Bjerre explain how the concept of the dyad (i.e., mutuality, or you and me) is quickly becoming a fundamental principle in marketing. The authors suggest that understanding customer relationships, value co-creation, and customised business models in which effectiveness is evaluated...

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- Authored by Soren Hougaard, Mogens Bjerre
- Released at 2014



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