



Relationship Marketing (Cim Professional)

Helen Peck, Martin Christopher, Moira Clark, Adrian Payne

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Arranged in 6 sections, this title gives marketing practitioners and students critical examples of best practice from a variety of companies.

Alongside 'Relationship Marketing: bringing quality, customer service and marketing together' and 'Relationship Marketing for Competitive Advantage: winning and keeping customers' this new title provides readers with insights into marketing in the 21st century.

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