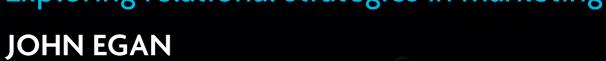
# **RELATIONSHIP MARKETING**

Exploring relational strategies in marketing





# Relationship marketing

Visit the *Relationship Marketing, fourth edition* Companion Website at **www.pearsoned.co.uk/egan** to find valuable **student** learning material including

- An online glossary to explain key terms
- Annotated links to relevant sites on the web.

# **Relationship Marketing**

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