

# Relationship Marketing In Professional Services - Aino Halinen

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This is an insightful analysis of the most challenging marketing concept of the decade - relationship marketing. Author: Halinen, Aino Publisher: Routledge Illustration: N Language: ENG Title: Relationship Marketing in Professional Services Pages: 00000 (Encrypted PDF) On Sale: 1996-11-14 SKU-13/ISBN: 9780415146074 Lib Category: Marketing Lib Category: Service industries Category: Business & Economics : Advertising & Promotion

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