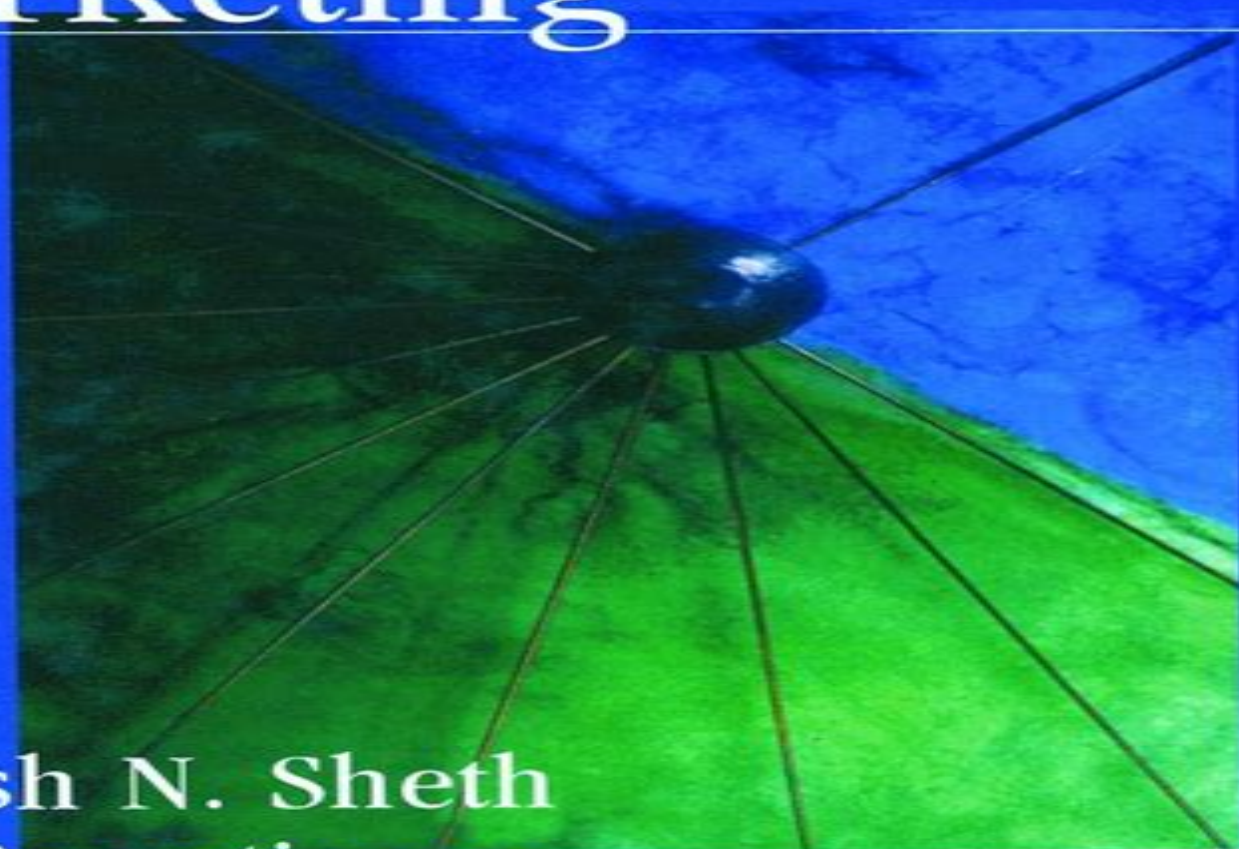


Handbook of

Relationship Marketing



Jagdish N. Sheth
Atul Parvatiyar

Editors

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Nasır, Süphan



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The Future of Relationship Marketing David Bejou, Adrian Palmer, 2013-11-26

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Handbook of Organizational Culture and Climate Neal M.

Ashkanasy, Celeste P M Wilderom, Mark F. Peterson, 2000-06-28 The Handbook of Organizational Culture and Climate provides an overview of current research theory and practice in this expanding field The editorial team and the authors come from diverse professional and geographical backgrounds and provide an unprecedented coverage of topics relating to both culture and climate of modern organizations Well known editors Neal Ashkanasy Celeste P M Wilderom and Mark F Peterson lend a truly international perspective to what is the single most comprehensive and up to date source on the growing field of organizational culture and climate In addition the Handbook opens with a foreword by Andrew Pettigrew and two provocative commentaries by Ben Schneider and Edgar Schein and concludes with an invaluable set of combined references
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