

# Relationship Marketing: Successful Strategies For The Age Of The Customer By Regis Mckenna

By Regis Mckenna

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<http://www.regis.com/about/>

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Few service firms will apply a pure transaction marketing strategy. McKenna, Regis. 1991. Relationship Marketing. Successful Strategies for the Age of the Customer.

<http://link.springer.com/article/10.1007%2F02893863>

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