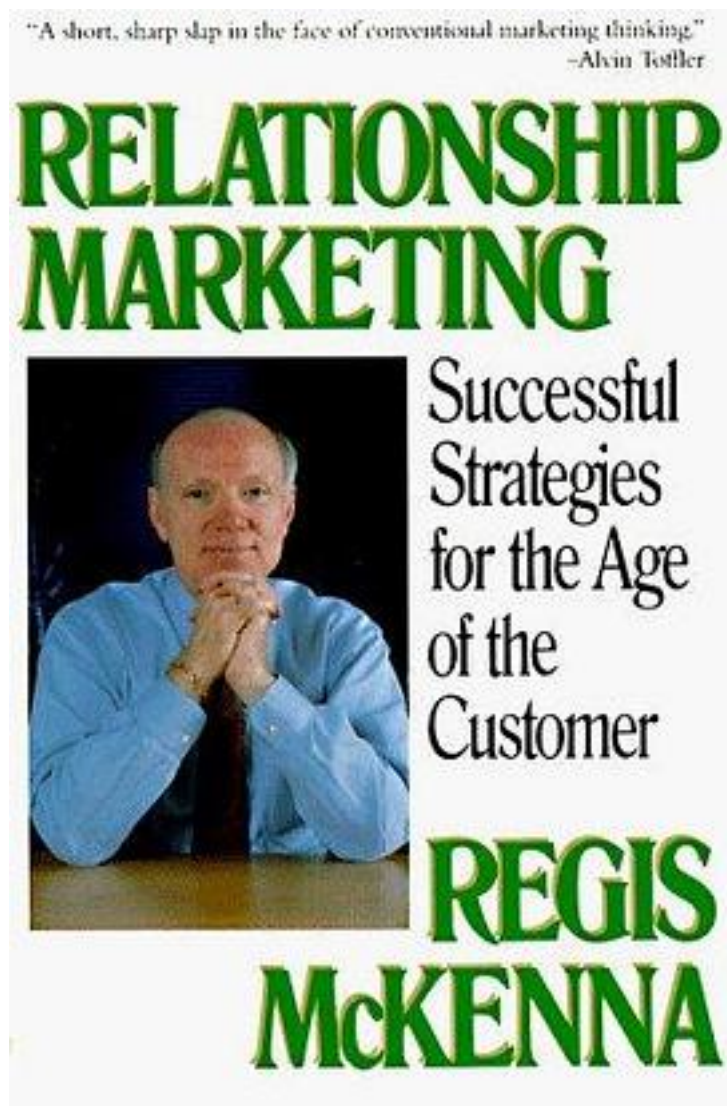


# Relationship Marketing



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著者:Regis McKenna

出版者:Addison Wesley Publishing Company

出版时间:1993-06

装帧:Paperback

isbn:9780201622409

The bestselling author of The Regis Touch expands on his previous work to focus on building crucial relationships that help a company dominate--and own--the market in this age of the customer. Includes stories, insights, and advice to give readers an edge in today's fiercely competitive climate.

作者介绍:

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