



# Marketing Relacji: Klucz do Zysku dzięki Satysfakcji Klienta

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## Opis

### Relationship Marketing: Gaining Competitive Advantage Through Customer Satisfaction and Customer Retention

Producent: Springer

- **temat:** Sales & marketing, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS, Marketing, General, HC/Wirtschaft/Werbung, Marketing, HC, Wirtschaft, Werbung, Marketing, Beziehungsmarketing; Brand; Corporate Identity; Customer Satisfaction; Internet; Kundenbindung; Kundenzufriedenheit; Public Relations; communication; customer satisfaction; design; marketing; relationship marketing; retailing; search engine marketing (SEM), Sales and marketing, BUSINESS & ECONOMICS / Advertising & Promotion, BUSINESS & ECONOMICS / Customer Relations, BUSINESS & ECONOMICS / Marketing / General, Business & Economics/Advertising & Promotion, Business & Economics/Customer Relations, Business & Economics/Marketing - General, Sales & marketing, Marketing und Vertrieb, Sales and marketing, Vertrieb und Marketing, HC/Wirtschaft/Werbung, Marketing, Hardcover, Softcover / Wirtschaft/Werbung, Marketing
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