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- * The domain, evolution, and growth of relationship marketing
- * The conceptual and theoretical foundations of relationship marketing
- * Partnership issues that firms must face to enable relationship marketing
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Handbook of Relationship Marketing . Reprint Edition. Edited by: Jagdish N Sheth - Ph.D., Charles H ... He is known nationally and internationally for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. When he joined Emory's faculty in 1991, Professor Sheth had nearly 30 ...

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Atul has published several books and articles with the legendary Professor Jagdish Sheth, including the Handbook of Relationship Marketing (SAGE, 1999) and Customer Relationship Management: Emerging Concepts, Tools and Applications (2001).

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