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Journal Of Marketing Theory And

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Journal of Marketing Theory and Practice - Impact Factor ...

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Journal of Marketing Theory and Practice Journal Impact ...

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Journal of Marketing Theory and Practice - by M.E. Sharpe ...

Our theory implies what we label the key mediating variable (KMV) model of relationship marketing (Figure 2), which focuses on one party in the relational exchange and that party's relationship commitment and trust. Because we hypothesize that relationship commitment and trust are key 22 / Journal of Marketing, July 1994

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