

Relationships and Networks in International Markets

International Business and Management

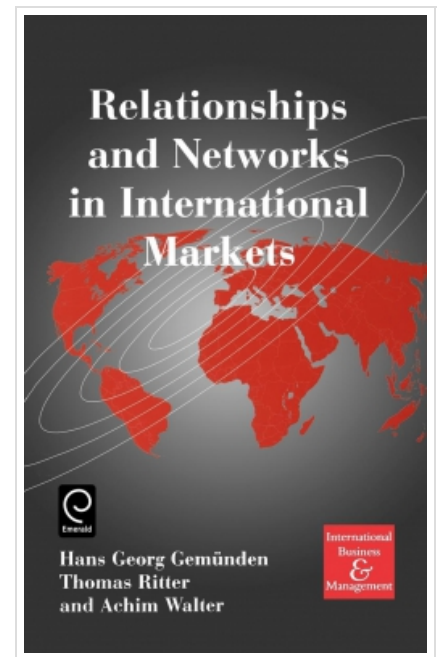
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About the Book

The book presents the most recent developments in international industrial and service marketing research, from a relationship and network perspective. While the latter perspective has a long tradition in Europe, "relationship marketing" has also in recent years become one of the dominant approaches in the USA, Canada, Australia and New Zealand. However, the schools of thought on relationships and networks emerging from different marketing traditions examine different concepts, use different methods and arrive at different outcomes, all of which are reflected here.



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