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Internet Marketing: Integrating Online and Offline

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Services marketing is a specialised branch of marketing. Services marketing emerged as a separate field of study in the early 1980s, following the recognition that the unique characteristics of services required different strategies compared with the marketing of physical goods.. Services marketing typically refers to both business to consumer (B2C) and business-to-business (B2B) services, and ...

Services marketing - Wikipedia

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The phenomenon of retail patronage has received significant attention in the retailing literature (Pan and Zinkhan 2006).Establishing and maintaining a close relationship with customers to convert them into "patrons" still represents a key strategic aim of many firms, as doing so leads to sustainable sales and profits and, thereby, return on investments (Hogreve et al. 2017).

Testing Retail Marketing-Mix Effects on Patronage: A Meta

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