

## Evolution Of Relationship Marketing Jagdish Sheth

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### Evolution Of Relationship Marketing Jagdish

The Evolution of Relationship Marketing Shifts in Marketing's Orientation As is widely known, the discipline of marketing grew out of economics, and the growth was motivated by lack of interest among the economists in the details of market behavior, especially those related to the functions of the middlemen (Bartels, 1976; Houston, et al., 1992; Hunt and Goolsby, 1988).

### The evolution of relationship marketing - ScienceDirect

The Evolution of Relationship Marketing Jagdish N. Sheth , Ph.D. Charles H. Kellstadt Professor of Marketing Goizueta Business School Emory University, Atlanta, GA 30322 Phone: (404) 727-0871 (O) & (404) 325-0313 (H) Fax: (404) 727-0868 (O) & (404) 325-0091 (H) EMail: Jagdish\_Sheth@bus.emory.edu Atul Parvatiyar , Ph.D. Assistant Professor of Marketing

### Evolution of Relationship Marketing - Professor Jagdish Sheth

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The Handbook begins with reviews of the developments in relationship marketing over the last two decades by noted relationship marketing scholars including Jagdish Sheth, Atul Parvatiyar, Evert Gummesson and Robert Morgan. It continues with detailed discussions of special topics that will be valuable to anyone interested in relationship marketing.

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