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List of issues Journal of Marketing Theory and Practice

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Journal of Marketing Theory and Practice. pp. 1-9. American Association of Marketing. (2007).

Definition of marketing [Recurso en línea disponible en:

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Introduction The third edition of Michael Baker's popular text again starts from the premise that the development of marketing depends on the integration of theory and practice

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Practice Input Factors and that if marketing is to achieve the transition from art to applied science, it must establish a sound theoretical foundation in its own right.

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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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