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THE RELATIONSHIP MARKETER

BRIDGING DYADS

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SØREN HOUGAARD & MOGENS BJERRE

The Relationship Marketer

Bridging Dyads

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Søren Hougaard & Mogens Bjerre
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[Dyad: the principle of twoness or “you and me”. Dyadic thinking seeks to understand the relationship and dynamics between two parties acting in complex network contexts. Dyad marketing is the basic principle according to which the strategic marketer focuses on the customer relationship and the benefits of mutuality.]

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