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# **NETWORK MARKETING - ENRICHMENT OR DECEPTION?**



Grin Verlag Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 211x146x12 mm. This item is printed on demand - Print on Demand Titel. - Master's Thesis from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,7, University of Applied Sciences Essen, language: English, abstract: 1.1 Background and MotivationRelationship marketing is an approach which aims at retaining customers. Throughout history, people have used relationship marketing to expand their businesses. Moreover, some producers began to...

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- Authored by Gunnar Schuster
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