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## Journal of Marketing Theory and Practice: Vol 28, No 4

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 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.  
Marketing Theory | SAGE Publications Ltd

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## Journal of Marketing Theory and Practice

Our theory implies what we label the key mediating var-iable (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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(2007). Definition of marketing [Recurso en l í nea disponible en: marketingpower.com

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