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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.

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Journal of Marketing Theory and Practice - by M.E. Sharpe ...

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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