



Exploring Hospitality Sector Through Relationship Marketing

By Jalil, Muhammad

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | A Pakistani Perspective | This Book explores that how relationship marketing (RM) influences customer retention and up to what extant hotels in hospitality industry of Pakistan are implementing and practicing it. Very little research work has been done on Pakistani market, especially the hospitality industry of Pakistan is not studied by researchers and scholars broadly. This study focuses on these gaps and provides platform to future researchers. | Format: Paperback | Language/Sprache: english | 88 pp.



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