



# **The Impact of Culture on Relationship Marketing in International Services (Applied Marketing Science / Angewandte Marketingforschung)**

*Jan Hendrik Schumann*

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The dramatic increase in global trade confronts service firms with the challenge of adapting their services to the varying requirements of customers in different cultures. Jan H. Schumann focuses on three relationship marketing issues that are of relevance for both academics and practitioners: the establishment of trusting customer relationships, customer co-production, and the effect of word-of-mouth referrals.

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