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Specifically in terms of relationship marketing, those within the organizations must understand how the impact relationships between the firm and other parties, do so in a way that reflects and supports the organization's long-term goals, and resolve conflicts of interest accordingly. Payne, Adrian, David Ballantyne, and Martin Christopher (2005) summarize this 6 Markets model as: (1)

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Dr Adrian Payne is Professor of Services & Relationship Marketing and Director of the Centre for CRM at Cranfield School of Management, UK. He is an author of ten books on Relationship Marketing, CRM and Marketing Strategy. He undertakes research, gives keynote presentations, runs workshops and consults globally in CRM, relationship marketing and customer retention strategies. David Ballantyne

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