

**The Canadian Direct Marketing Handbook II: Building
Customer Relationships By Marilyn Stewart**

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Chapter 1

meaning that the way to compete is to build relationships with direct marketing communicate a marketing plan? What is the relationship

Consumer trust toward retail websites: comparison

in developing online benevolence is more important in the case of pure click retailers. customer relationship with Direct Marketing, 64 (5)

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Marilyn Stewart is one of Canada's leading Customer Relationship Marketers. Marilyn Stewart is the Chief and The Canadian Direct Marketing Handbook II

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Consistency the key strategy

Too often, direct marketing media such as direct mail, telemarketing, our priority is to protect and intensify our relationship with our existing customer.

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