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## THE INFLUENCE OF SOCIAL MEDIA ON RELATIONSHIP MARKETING



GRIN Publishing Aug 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Bachelor Thesis from the year 2012 in the subject Communications - Multimedia, Internet, New Technologies, grade: 2:1, , language: English, abstract: Relationship and Social media are the two terms that coexist interdependently. Due to the trending power growth of social media, the power has practically gone with the customer side in business areas as social media has given customers convenient access to information. Over time, relationship marketing was only associated...

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- Released at 2014



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