

ALCIDE DE GASPERI UNIVERSITY
OF EUROREGIONAL ECONOMY IN JÓZEFÓW

**BUILDING EFFECTIVE CUSTOMER
RELATIONSHIPS**

**MARKETING AND PUBLIC RELATIONS
ACTIVITIES AND TOOLS**



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Building effective customer relationships.
Marketing and public relations activities and tools

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There is only one thing in the world worse than being talked about, and that is not being talked about.

Oscar Wilde

To All we truly love...

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