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  - The second page should contain (i) title of the article (Time New Romans 16, in bold) (ii) an abstract of the paper in about 150--200 words (Times Roman 12-point type, single spacing, in italics) (iii) keywords should be provided which encapsulate the principal topics of the paper.(3-5 key words alphabetically).
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  - Gummesson, E. (1999), Total Relationship Marketing, Butterworth Heinemann, Oxford
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