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The Effectiveness of Business Dealings on the Relationships

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Abstract

Despite the conventional wisdom that relationship marketing will generate favourable results, extant marketing research provides inconsistent evidence for this effect. This paper presents the effects of multilevel marketing on relationships and friendships in India. The paper describes what multilevel marketing is, where did it originate from, the way people approach customers and how the customers feel about it. Multilevel marketing is used for product distribution through independent distributors. This paper will also look into the type of mediums these distributors use and how effective each one is in selling their products. However, this paper was answered this question that: Does a firm's relationship marketing truly *pay off* by enhancing the outcomes of business dealings?

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