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Sommario/riassunto	There have traditionally been different ways in which to view the marketing task, distinctions that have been drawn to facilitate the level of insight available to managers involved in marketing the firm's offer. A traditional distinction has been between business-toconsumer (B2C) and business-to-business (B2B) marketing. More recently, much has been written on whether the appropriate perspective of marketing

should be transaction-based or relationship-driven. This paper argues that a different view is more useful: that the marketing task has moved beyond being transaction- or relationship-dri
