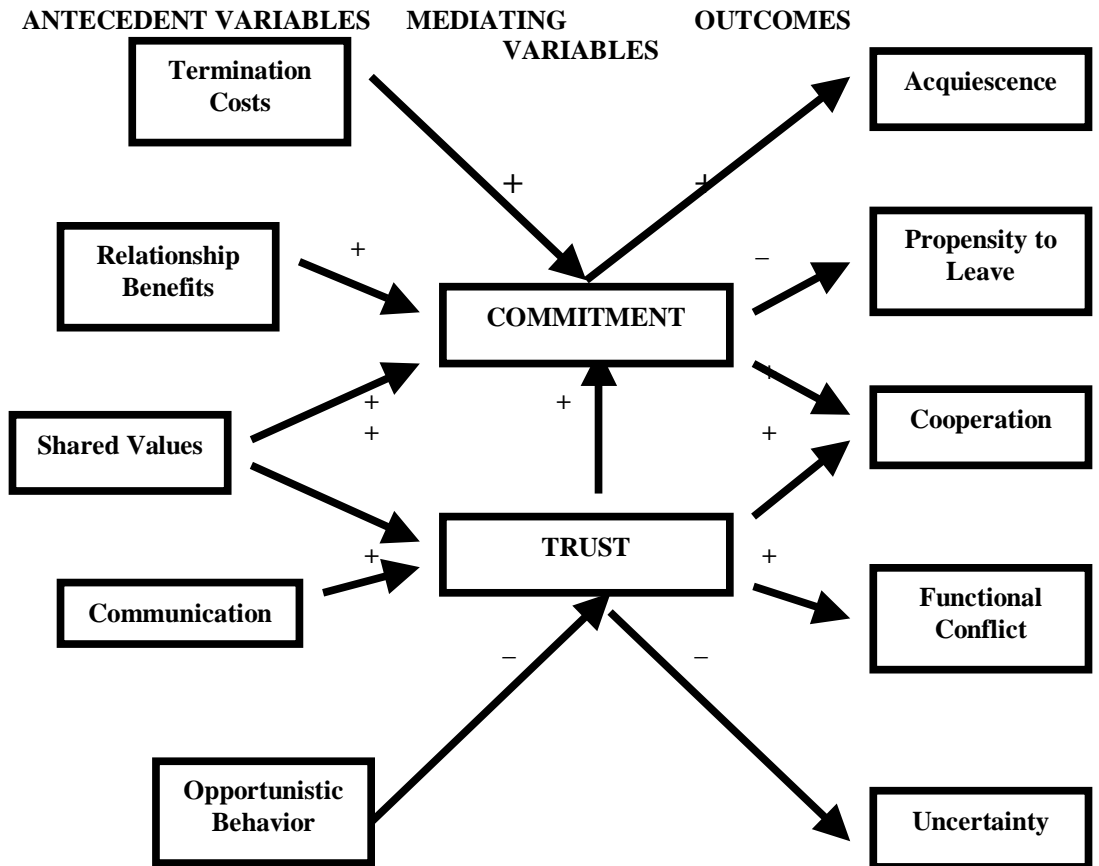


Figure 4 The Morgan-Hunt Model of relationship marketing



(+ = positive effect; - = negative effect)

Source: Morgan and Hunt 1994