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**HOW TO DEVELOP THEORY AND KEEP OUR JOBS?
THE NoRD PERSPECTIVE ON RELATIONSHIP DYNAMICS**

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Abstract

Marketing scholars are more widely than ever before required to be both free intellectual minds and productive employees. This paper asks and answers a question; is this possible? Our positive answer lies in the NoRD perspective on relationship dynamics; its process and outcomes not only help marketing scholars to both enhance the theories and their individual research merits, but it also offers them an asylum to come alive and feel like a true researcher again.

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