

# Relationship Management Theory

L R Z C S F C O M M I T M E N T L L G N E R L B  
D X N O I T A Z I N A G R O U D H Y G D H R S P  
O E W T G O Z P D T D X H F P P W N Q Z T E P X  
Z A R W O I G U G H T V F Y M X I V A Y P L T S  
I C P Y V J X R X E X H T O P D L H K G O A S T  
E Q M W S H U N W O P P O A N E W X G I T T U R  
R E A G V N B M N R S R T A D U Q R Q P C I R A  
E J N S I H E U G Y B E T I J C Z Z I E R O T T  
I V A G A K M U W Y Z S N O S U G R E F W N S E  
W H G P J X X S B P R G K G A P X F A Y O S U G  
A C E N D W P N E E H A I I F G E F J Q U H X I  
Z H M U L B X M D A W O S G Z J O B G S N I N C  
X B E U J V R N M I K N I F S O R O N A W P T T  
G L N J D S U U B D S A L U K E K X L S Q S P O  
J R T Y U S X F N T N G N A U H R A N S G W I O  
T M C V Y V I M S I H G K B Y Z T Q E A D M S L  
N H R F A H V C K M N R W E C N E U L F N I C V  
N P O S E H C W X K E G K D J I E X D K R U D Z  
T Q I N O O P B C X O M N O I T C A F S I T A S  
N M U N J I S N O I T A L E R C I L B U P B J G  
V O X M R B I E K P V R C K B C L C P F K T R Z  
P U B L I C S L K P B Y N S Z K O R I Q P Q K O  
X M C O N T R O L M U T U A L I T Y N Y N R M D  
M H C J V W E B S T F V I J K B O S X Z F N E F

**control mutuality  
relationships  
organization  
influence  
Bruning  
Dozier  
Broom**

**public relations  
understanding  
management  
Ledingham  
publics  
Grunig  
trust**

**strategic tool  
satisfaction  
commitment  
Ferguson  
theory  
Huang  
Hon**