

## دور التسويق المصرفي في زيادة القدرة التنافسية للبنوك

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P.Kotler

Deruk .<sup>1</sup>

Rander

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HodagesTillman

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W.Ogden Ross

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Denek Vandev Weyer

Mc Iver, G.Naylor

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S. Cousserrgues

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<sup>18</sup> M.I.L

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