

## Núcleo de Negócios Internacionais

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### Emergence And Foundations of The Relationship Marketing School of Thought

#### Abstract:

The objective of this study is to discuss the foundations of Relationship Marketing (RM) as a marketing school of thought, after the seventies. First a review of the main marketing schools is made, according to Sheth, Gardner e Garrett (1988). Considering their influences on Relationship Marketing, its arousal will be discussed as well as its main precursors, classifying the emergent school according to the criteria of interactive/non-interactive, economic/non-economic. Then this paper aims to answer the questions: Can RM be considered a preeminent marketing school of thought? Is it possible to reach a general theory in RM? Is the objectivity in RM researches desirable/possible? The analysis of this questionings is based on a discussion of the philosophical slopes of scientific knowledge (Comte, Durkheim, Popper, Nagel, Kant, Weber), that constitute epistemological basis for the development of researches in the area.