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## Understanding the Role of Bank Relationships, Relationship Marketing, and Organizational Learning in the Performance of People's Credit Bank

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# **Understanding the Role of Bank Relationships, Relationship Marketing, and Organizational Learning in the Performance of People's Credit Bank**

**Evidence from surveys and case studies of Bank Perkreditan Rakyat and  
clients in Central Java, Indonesia**

**Hari Sunarto**

**Research Series**

**Vrije Universiteit Amsterdam**