**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 12**

**GROUP ACTIVITY**

**Implications of relationship networks**

Take one of the relationship networks described such as Guanxi, Blat, Boon Koon & Et-Moone, Old boy network and Keiretsu and investigate its prevalence in its country of origin.

Given these types of relationship networks, critically assess and describe the implications for B2B marketers in the countries where these networks exist.

Be prepared to share your thoughts with fellow learners.