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The Psychodynamic Limits of Fractured Relationships: When Emotional Tensile Strength is Broken
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Abstract

The Special Session will address factors that lead to the disintegration of once strong partnerships and alliances and outline the psychodynamic limits that lead to fractured relationships. Behavioral constructs employed in a psychiatric medicine setting will be discussed relative to their heuristic value in strategic relationship management setting. Further, the concept of emotional tensile strength will be explored.

Keywords

relationship marketing; relationship management, emotional tensile strength