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Abstract
Based on the four dimensions (collaborative Marketing, IMC, IBB and Systems Thinking), this research takes the estate brokerage enterprises as an example and understand the interaction within these four dimensions. The questionnaires were sent to the directors and sale representatives of the estate brokerage enterprises and 127 guestionnaires had been returned. This research can help to build up theory for IMC and IBB. The value of application is also important for this research.
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