



**Sudan University of science & Technology  
College of High Studies and scientific Research**

**The Relationship Between Marketing Information System and Customer Equity  
Drivers.**

**Study on Sudanese Banking Sector**

*العلاقة بين نظام المعلومات التسويقية ومحركات أسهم العملاء  
دراسة في قطاع البنوك السودانية*

**Thesis submitted in fulfillment of the requirements for the degree of  
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**By**

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