**INTRODUCING THE INTERACTION APPROACH FOR SUCCESSFUL BUSINESS RELATIONSHIPS**

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**ABSTRACT**

Many countries in the world, including Croatia, are facing crisis in their economies. There are numerous reasons for this situation, and problems of business market present one of them. Nevertheless, successful business relationships are what keeps the market alive. Those relationships, namely buyer-seller relationships, are creating and influencing the market and economy in total. However, Croatia is living in the age of neoliberalism. As a dominant ideology of today´s world, it influences how companies behave on the market. On the one hand it suggests competition as the best solution for existence. The interaction approach, on the other hand, teaches us to change our perspective and to cooperate on the market.

In order to benefit the most, the aim of this paper was to review and compare these two approaches, to highlight their main features and differences, and to support it with empirical evidence. The cases of three Croatian companies show the reality of today´s market and an urgent need for a new business theory and practice.

**Keywords**: Neoliberalism, crises, the interaction approach, competition, cooperation, business relationships.

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