

RELATIONSHIP MARKETING

Relationship Marketing has been written in a highly accessible way to ensure clear understanding and ignite the reader's interest. The author presents a critical overview of the subject to enable students to engage with issues, and discuss and debate points raised in the text. A wealth of case studies are included throughout allowing students to see how the theory may be transferred through to practice for example BMW Mini, Guinness and Metro. The text begins by looking at how and why relationship marketing originated, before exploring issues surrounding customer relationships. Consideration is given to topics such as customer satisfaction, retaining customers, customer loyalty, and customer relationship management. Part three discusses different types of relationships, such as e-relationships and supplier relationships, as well as considering both internal and external relationships. The text concludes with a section on the implications, both for organisations and for the future. Online Resource Centre For lecturers: Answers to case and discussion questions PowerPoint slides For students: Internet exercises Web links Extra case material Flashcard glossary

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