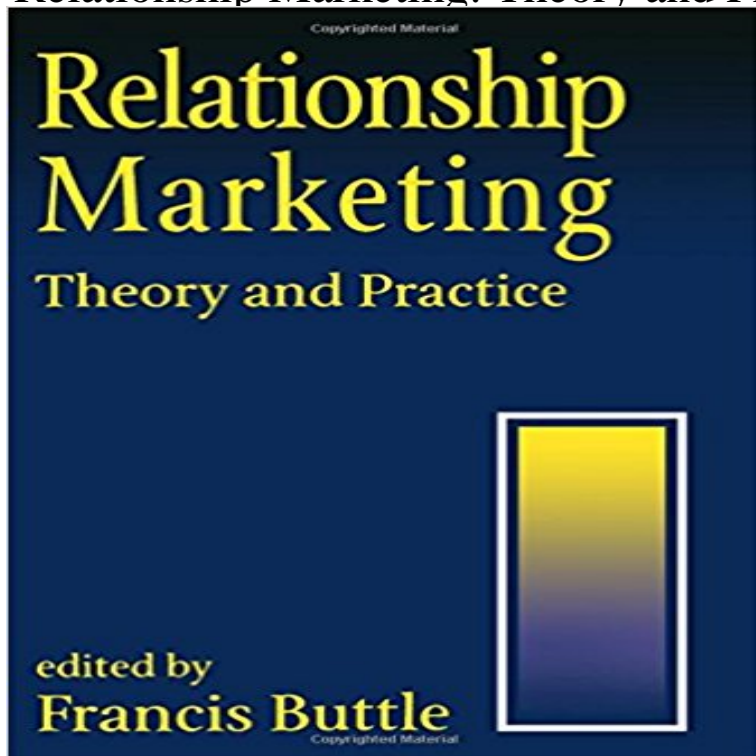


Relationship Marketing: Theory and Practice



This book, written by a group of outstanding UK researchers, pinpoints the essence and scope of relationship marketing and vividly demonstrates its applicability in different industries. Relationship marketing is the marketing of the next millennium. Don't argue. Just read the book! - Evert Gummesson, Stockholm University

By examining the relationship between theory and practice, Relationship Marketing appears at an important stage in the development of relationship marketing. The opening chapter examines relationship marketing (RM) theory, reviews a number of RM definitions and reports on the economic arguments in favour of RM. It describes the nature and scope of marketing relationships, picking out characteristics such as concern for the welfare of customers, trust and commitment between partners, and the importance of customer service. Finally, it identifies a number of requirements for successful RM. The next 12 chapters describe, analyze and critique RM practice in a number of organizational settings (supply-chain relationships, principal-agent relationships, business-to-business relationships, intra-organizational relationships) and industries (hospitality, air travel, retail banking, corporate banking, credit cards, financial advisory services, advertising agencies, not-for-profit organizations). The final chapter reflects on the relationships between theory and practice.

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Relationship Marketing appears at an important stage in the development of **Relationship marketing a new paradigm in marketing theory and** a major shift in marketing theory and practice. forms, the authors (1) theorize that successful relationship marketing requires relationship commitment and trust., **Relationship marketing in consumer markets - IEI** This book, written by a group of outstanding UK researchers, pinpoints the essence and scope of relationship marketing and vividly demonstrates its applicability **RELATIONSHIP MARKETING: AN INNOVATION IN - Springer Link The explanatory foundations of relationship marketing theory** However, there are also opinions according to which relationship marketing Relationship marketing a new paradigm in marketing theory and practice **Relationship Marketing: An Innovation in Marketing Theory and** Type: Book Author(s): Buttle, Francis Date: 1996 Publisher: Paul Chapman Pub place: London ISBN-10: 1853963135 ISBN-13: 9781849206761 eBook. **Relationship marketing - Wikipedia** Relationship marketing was first defined as a form of marketing developed from direct response From a social anthropological perspective, relationship marketing theory and practice can be future research, where marketing theory and practice can benefit from in-depth research of the principles governing gift exchange.

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