

## Marketing Management A Relationship Approach

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With the relationship approach in mind, an integrated view of marketing management will be presented. To do this, the latest research findings in marketing management and related disciplines are summarised. Yet, marketing management is still a very practical discipline.

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This has important implications for the way that we look at the marketing discipline in the individual firm. The consequence is that the development of marketing theory and practice is undergoing a paradigm shift from a transactional to a relationship orientation. As many companies are still relying on the traditional marketing approach, this book ...

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Marketing Management: A Relationship Approach. The book is structured around the two main steps involved in marketing management - that is, the decision-making process regarding formulating, implementing and controlling a marketing plan: Step 1: Analysis of the internal and external situation (Parts I and II) Step 2: Planning and implementation of marketing activities (Parts III, IV and V).

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Relationship marketing is a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales. The goal of relationship marketing (or customer relationship marketing) is to create strong, even emotional, customer connections to a brand that can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads.

~~What is Relationship Marketing? - Definition from WhatIs.com~~

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Relationship marketing refers to an arrangement where both the buyer and seller have an interest in a more satisfying exchange. This approach aims to transcend the post-purchase-exchange process with a customer in order to make richer contact by providing a more personalised purchase, using the experience to create stronger ties.

~~Relationship marketing - Wikipedia~~

Marketing Management: A Relationship Approach by. Svend Hollensen. 3.60 · Rating details · 10 ratings · 0 reviews This work is written for people, mainly students, who want to how the relationship and the traditional marketing approach (in combination) affect the development of effective and efficient marketing plans.

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