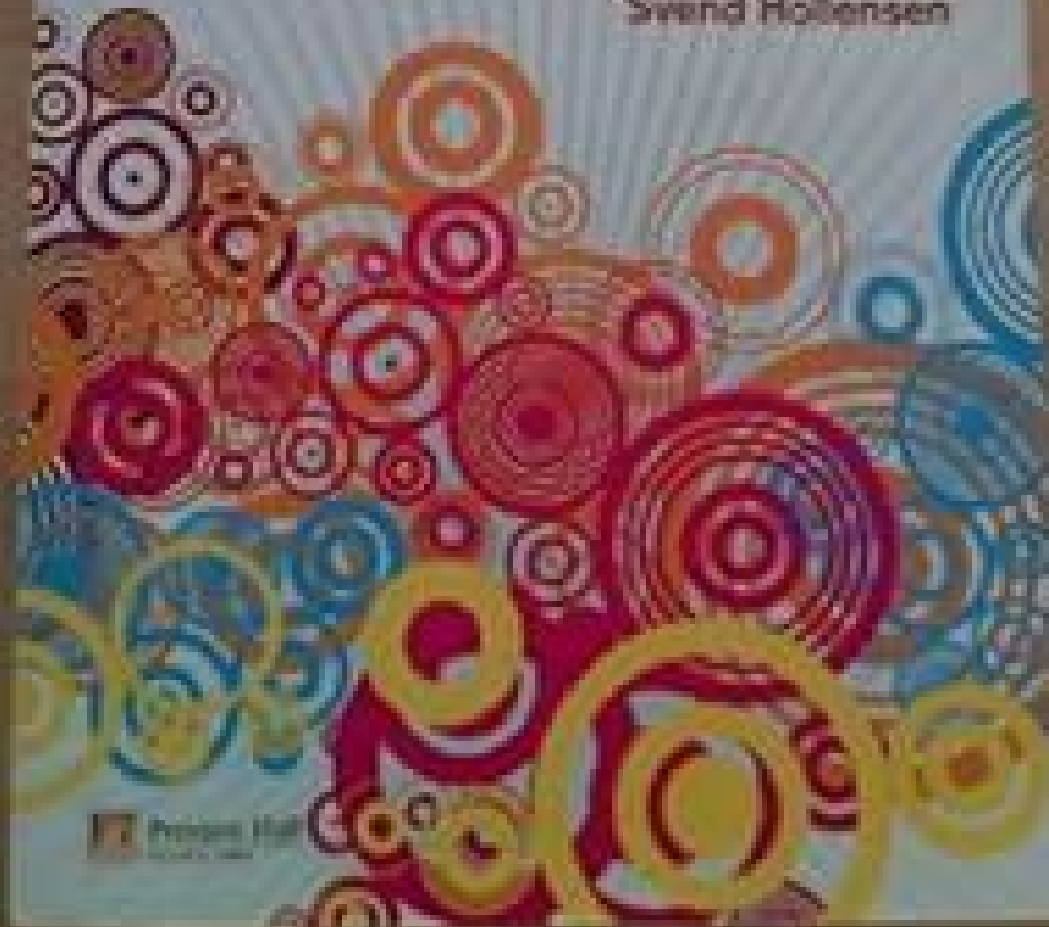


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The Marketing Framework Poul K. Faarup, 2010 *Relationship Marketing* Helen Peck, Martin Christopher, Moira Clark, Adrian Payne, 2013-06-17 Arranged in 6 sections this title gives marketing practitioners and students critical examples of best practice from a variety of companies Alongside Relationship Marketing bringing quality customer service and marketing together and Relationship Marketing for Competitive Advantage winning and keeping customers this new title provides readers with insights into marketing in the 21st century *SPARC 12 Proceedings* University of Salford, 2013-08-13 These proceedings bring together a selection of papers from the 2012 Salford Postgraduate Annual Research Conference SPARC They reflect the breadth and diversity of research interests showcased at the conference at which over 130 researchers from Salford the North West and other UK universities presented their work 21 papers are collated here from the humanities arts social sciences health engineering environment and life sciences built environment and business CIM Coursebook 07/08 Strategic Marketing in Practice Ashok Ranchhod, Ebi Marandi, 2012-09-10 BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07/08 editions contains new case studies which help keep the student up to date

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The Relationship Marketer Soren Hougaard, Mogens Bjerre, 2010-03-14 In *The Relationship Marketer* Soren Hougaard and Mogens Bjerre explain how the concept of the dyad i.e. mutuality or you and me is quickly becoming a fundamental principle in marketing The authors suggest that understanding customer relationships value co creation and customised business models in which effectiveness is evaluated on an individualised basis leads to outstanding business performance Based on these principles the authors present a concrete and practically manageable framework for implementation Readers will find surprising useful and applicable marketing models typologies and tools as well as guides to the systematic generation of strategic opportunities *The Relationship Marketer* will be valuable reading for students and professionals in sales and marketing as well as anyone seeking insights into dyadic market forces which are moving industry beyond the outdated perspective of treating all customers equally

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Service Management and Marketing Christian Gronroos, 2016-01-26 Written by a leading pioneer in the field the revised and updated fourth edition of this successful text examines service management and management in service competition from the point of view of the service profit logic It focuses on adopting service logic in the management of service firms as well as of product manufacturers which want to become service providers With a wide base of examples Christian Gronroos draws on decades of experience to explain how to manage any organization as a service business and move closer to current and future customers Service logic and service management are all about customer focused outside in management using current academic research and business practice to make organizations

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The Marketing Book Michael John Baker, Susan J. Hart, 2008 Taking into account the emergence of new subjects and authorities the editors have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer *Marketing Financial Services* Jillian Farquhar, Arthur Meidan, 2017-09-16 Marketing Financial Services recognises that the major function of the financial services marketer is decision making It focuses on the major types of decisions and problems facing marketing executives Strategies to win and retain B2B and B2C customers are discussed in the context of many financial services sectors including banks insurance companies investment trusts and stock exchanges This second edition has been thoroughly updated to reflect changes in the industry and the availability of new technologies The text has been made more accessible and includes gripping case studies to demonstrate the realities of financial services marketing in an unstable and competitive environment Key features Logical structure and improved pedagogy including new vignettes and detailed case studies An experienced and established author team gives expert advice International coverage shows you the big picture Companion Website offering PowerPoint slides revision questions and answers to case study exercises and long case studies with notes and exercises **Handbook of Research in Mass Customization and Personalization** Frank T. Piller, 2010 A growing heterogeneity of demand the advent of long tail markets exploding product complexities and the rise of creative consumers are challenging companies in all industries to find new strategies to address these trends Mass customization MC has emerged in the last decade as the premier strategy for companies in all branches of industry to profit from heterogeneity of demand and a broad scope of other customer demands The research and practical experience collected in this book presents the latest thinking on how to make mass customization work More than 50 authors from academia and management debate on what is viable now what did not work in the past and what lurks just below the radar in mass customization personalization and related fields Edited by two

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The Service-Dominant Logic of Marketing Robert F. Lusch, Stephen L. Vargo, 2014-12-18 Expanding on the editors award winning article *Evolving to a New Dominant Logic for Marketing* this book presents a challenging new paradigm for the marketing discipline This new paradigm is service oriented customer oriented relationship focused and knowledge based and places marketing once viewed as a support function central to overall business strategy Service dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision rather than the exchange of goods as the proper subject of marketing It moves the orientation of marketing from a market to philosophy where customers are promoted to targeted and captured to a market with philosophy where the customer and supply chain partners are collaborators in the entire marketing process The editors elaborate on this model through an historical analysis clarification and extension of service dominant logic and distinguished marketing thinkers then provide further insight and commentary The result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice

Handbook Of Research In Mass Customization And Personalization (In 2 Volumes) - Volume 1: Strategies And Concepts; Volume 2: Applications And Cases Frank T Piller, Mitchell M Tseng, 2009-12-30 A growing heterogeneity of demand the advent of long tail markets exploding product complexities and the rise of creative consumers are challenging companies in all industries to find new strategies to address these trends Mass customization MC has emerged in the last decade as the premier strategy for companies in all branches of industry to profit from heterogeneity of demand and a broad scope of other customer demands The research and practical experience collected in this book presents the latest thinking on how to make mass customization work More than 50 authors from academia and management debate on what is viable now what did not work in the past and what lurks just below the radar in mass customization personalization and related fields Edited by two leading authorities in the field of mass customization both volumes of the book discuss among many other themes the latest research and insights on customization strategies product design for mass customization virtual models co design toolkits customization value measurement open source architecture customization communities and MC supply chains Through a number of detailed case studies prominent examples of mass customization are explained and evaluated in larger context and perspective

Strategic Relationship Marketing Soren Hougaard, Mogens Bjerre, 2013-11-01 Part I The Value of Relationships 1 Understanding Buyer Seller Relationships 27 1 1 Introduction The Power of Relationships 27 1 2 What Business is Marketing really in 29 1 3 The Classical Buyer Seller Relationship 32 1 4 Classifying the Buyer Seller Relationships 33 1 5 Structural Attributes of Buyer

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