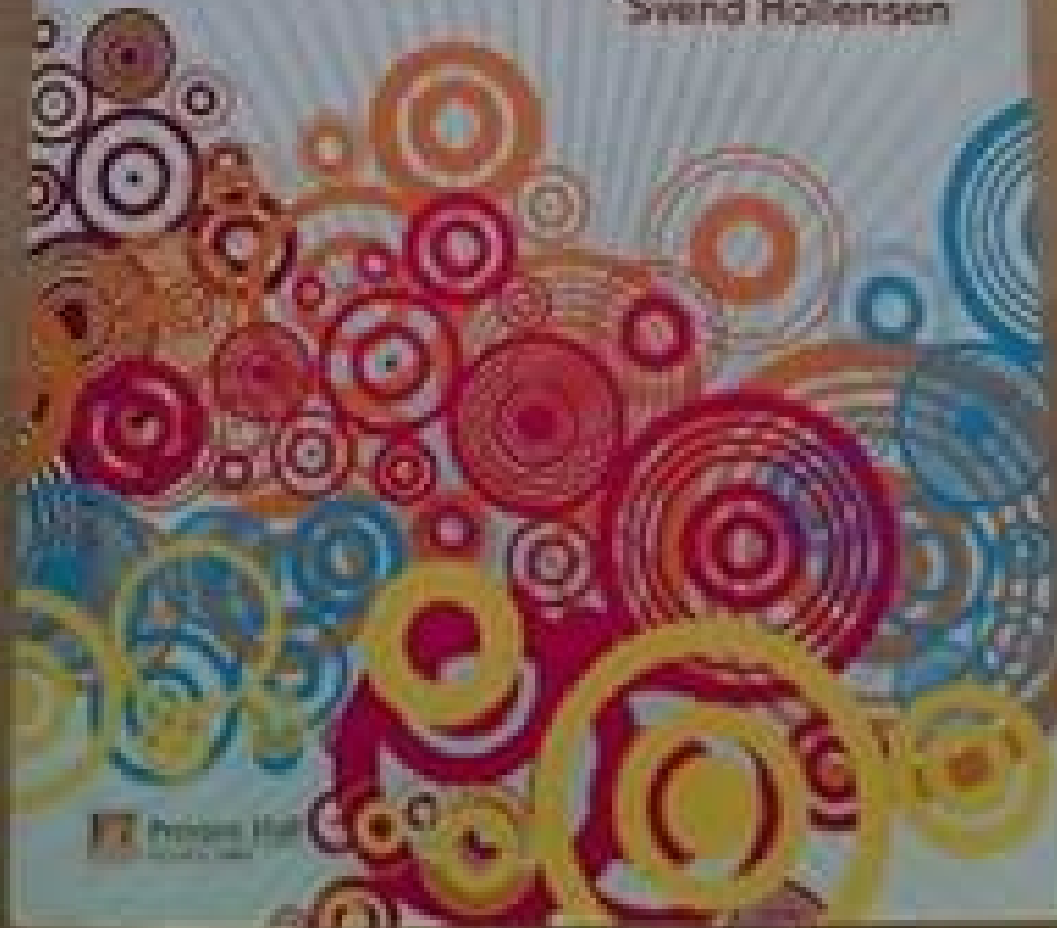


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# MARKETING MANAGEMENT

A RELATIONSHIP APPROACH

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# Marketing Management A Relationship Approach

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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

more successful in the service based economy The author has created a unique set of YouTube video lectures one per chapter to enhance the chapter topics and further bring the concepts to life <https://www.youtube.com/watch?v=Ok5aUaB3VI> list [PLGI2ZA6GM9FsuxR0RV9VATJjLfPEzQVh](https://www.youtube.com/watch?v=Ok5aUaB3VI) *The Marketing Book* Michael Baker, 2012-05-04 This fifth edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice Taking into account the emergence of new subjects and new authorities Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now broaches the following new topics Channel management management of the supply chain Customer Relationship Management Direct marketing E marketing Integrated marketing communications measurement of marketing effectiveness Postmodern and retro marketing Relationship marketing Retailing Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing

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