



Relationship Marketing

By Hennig-Thurau, Thorsten / Hansen, Ursula

Book Condition: New. Publisher/Verlag: Springer, Berlin | Gaining Competitive Advantage Through Customer Satisfaction and Customer Retention | Relationship Marketing provides a comprehensive overview of the fundamentals and important recent developments in this fast-growing field. "This book makes a landmark contribution in assembling some of the best contemporary thinking about relationship marketing illustrated with concrete descriptions of companies in the automobile industry, consumer electronics, public utilities and so on, which are implementing relationship marketing. I highly recommend this to all companies who want to see what their future success will require." PROF. PHILIP KOTLER, NORTHWESTERN UNIVERSITY, ILLINOIS | Basic Issues in Relationship Marketing: T. Hennig-Thurau, U. Hansen: Relationship Marketing - Some Reflections on the State-of-the-Art of the Relational Concept.- Introduction; Where We are Today: Important Findings; Looking Ahead: Some Emerging Perspectives; Concluding Remarks; H. Diller: Customer Loyalty: Fata Morgana or Realistic Goal? Managing Relationships with Customers.- Loyalty and Relationship Marketing; Conceptionalization of Customer Bonding and Loyalty; The Economic Effects of Customer Loyalty; The Quality of Loyalty; The Degree of Loyalty: Empirical Impressions; Motivators and Demotivators of Loyalty; Principles of Relationship Marketing; K. Chojnacki: Relationship Marketing at VOLKSWAGEN.- Introduction; Identifying the Need for Relationship Marketing: From Product Orientation to Customer-Driven Change; Quality...

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