

1. Record Nr.	UNINA9910298510003321
Titolo	Business Relationship Management and Marketing : Mastering Business Markets / / edited by Michael Kleinaltenkamp, Wulff Plinke, Ingmar Geiger
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2015
ISBN	3-662-43856-9
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (342 p.)
Collana	Springer Texts in Business and Economics, , 2192-4333
Disciplina	338.00151
Soggetti	Marketing Marketing research Leadership Sales management Market Research/Competitive Intelligence Business Strategy/Leadership Sales/Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Basic Principles of Business Relationship Management: Phenomenon and Challenge to Management -- Theoretical Perspectives of Business Relationships - Explanation and Configuration -- Analysis, Goals and Strategies of Business Relationship Management: Repeat Purchasing in Business Relationships -- Customer Value and Customer Selection -- Strategies of Business Relationship Management -- Business Relationship Management & Marketing in a European-Chinese Context -- Implementation of Business Relationship Management: Instruments of Business Relationship Management -- Internal Implementation of Business Relationship Management -- Customer Relationship Management.
Sommario/riassunto	Relationship management, key account management and customer orientation are concepts that have become central to modern management. This book is dedicated to illustrating and reflecting these concepts and their corresponding methods and instruments in depth. It

is thereby focused on the business-to-business realm and equally applies to traditional industrial markets as well as to business-to-business services. Contributions include state-of-the-art research results that are conveyed in a comprehensible fashion to be applied in both executive education as well as in practice.
