Record Nr. UNINA9910450643703321 Pathways less travelled to value creation [[electronic resource]]: Titolo interaction, dialogue and knowledge generation // guest editor, David Ballantyne [Bradford, England], : Emerald Group Pub., 2004 Pubbl/distr/stampa **ISBN** 1-280-51512-0 9786610515127 1-84544-369-1 Descrizione fisica 1 online resource (69 p.) Collana Journal of business & industrial marketing; v. 19, no. 2, 2004 Altri autori (Persone) BallantyneDavid Disciplina 658.8 658.812 Relationship marketing Soggetti Marketing Customer relations Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Nota di contenuto Contents; Abstracts & keywords; Guest editorial Pathways less traveled to value creation: interaction, dialogue and knowledge generation; The relationship marketing process; communication, interaction, dialogue. value; Dialogue and its role in the development of relationship specific knowledge; Competitive advantage, knowledge and relationship marketing: where, what and how?; Return on relationships (ROR): the value of relationship marketing and CRM in business-to-business contexts; Future directions in marketing knowledge: a panoramic perspective from Hollywood Executive summary and implications for managers and executivesAbout the authors Sommario/riassunto Relationship marketing is based on the idea that the existence of a relationship between customer and supplier creates value for both parties, in addition to the value of the products or services provided. In this special issue edition entitled "Pathways less traveled to value creation: interaction, dialogue and knowledge generation" articles are

submitted from five sets of authors, giving different perspectives of marketing and the knowledge generation and communication aspects surrounding it.