

1. Record Nr.	UNINA9910473448903321
Autore	Deszczynski Bartosz
Titolo	Firm Competitive Advantage Through Relationship Management : A Theory for Successful Sustainable Growth // by Bartosz Deszczynski
Pubbl/distr/stampa	2021 Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2021
ISBN	9783030673376 9783030673383 3030673383
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (294 pages) : illustrations
Collana	Palgrave pivot
Classificazione	BUS018000BUS041000
Disciplina	658.812
Soggetti	Customer relations - Management Management Strategic planning Leadership Project management Customer Relationship Management Business Strategy and Leadership Project Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1: Research on the competitive advantage of the firm -- 2: Theoretical foundations of the relationship management mid-range theory -- 3: Relationship management maturity -- 4: Validating the relationship management maturity concept -- 5: Developing the upper relationship management mid-range theory.
Sommario/riassunto	Relationship management (RM) is an essential part of business, but its success as a business model can be hard to measure, with some firms embracing a model that is truly relationship-orientated, while others claim to be relationship-orientated but in fact prefer transactional short-term gain. This open access book aims to develop a mid-range theory of relationship management, examining truly relationship-

orientated firms to discover not only what qualities these firms have that make them successful at the RM model, but also what benefits this model has for the firm. It addresses questions like how RM-mature companies achieve and sustain competitive advantage, and what determines the scale and scope of these firms, illustrating with case studies. This book will be of interest to scholars studying leadership and strategy, especially those interested in relationship management, business ethics and corporate social responsibility. It will also be of interest to professionals looking to develop their understanding of relationship management.
