

1. Record Nr.	UNINA9910778501403321
Titolo	Relationship marketing [[electronic resource]] : theory and practice // edited by Francis Buttle
Pubbl/distr/stampa	London, : Paul Chapman, c1996 London : , : Paul Chapman, , 1996
ISBN	1-282-26795-7 9786612267956 1-84920-676-7
Descrizione fisica	1 online resource (215 p.)
Altri autori (Persone)	ButtleFrancis
Disciplina	658.812
Soggetti	Marketing Customer relations Customer services Quality control
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	Cover; Contents; Preface; 1 - Relationship marketing; 2 - Supply-chain relationships; 3 - Principal-agent relationships; 4 - Business-to-business relationships; 5 - Internal relationships; 6 - Retail banking; 7 - Corporate banking; 8 - Credit cards; 9 - Financial advisers and savings and investment products; 10 - Airlines; 11 - Hospitality; 12 - The advertising agency-client relationship; 13 - Relationship marketing within the not-far-profit sector; 14 - Where do we go now in relationship marketing?; Index
Sommario/riassunto	`This book, written by a group of outstanding UK researchers, pinpoints the essence and scope of relationship marketing and vividly demonstrates its applicability in different industries. Relationship marketing is the marketing of the next millennium. Don't argue. Just read the book!' - Evert Gummesson, Stockholm University By examining the relationship between theory and practice, Relationship Marketing appears at an important stage in the development of relationship marketing. The opening chapter examines relationship marketing (RM) theory, revi

