

1. Record Nr.	UNINA9910704293103321
Autore	Richter Donald H.
Titolo	Mineral resources of the Jornada del Muerto Wilderness Study Area, Socorro and Sierra counties, New Mexico // by Donald H. Richter, Richard W. Saltus, George S. Ryan
Pubbl/distr/stampa	[Reston, Va.] : , : Department of the Interior, U.S. Geological Survey, , 1987 Washington : , : United States Government Printing Office
Descrizione fisica	1 online resource (v, 10 pages) : illustrations, maps (some color)
Collana	U.S. Geological Survey bulletin ; ; 1734-A Mineral resources of wilderness study areas--west-central New Mexico ; ; ch. A Studies related to wilderness--Bureau of Land Management wilderness study areas
Soggetti	Mines and mineral resources - New Mexico - Jornada del Muerto Wilderness Mines and mineral resources Jornada del Muerto Wilderness (N.M.) New Mexico Jornada del Muerto Wilderness
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2. Record Nr.	UNINA9910822382903321
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Titolo	Relationship marketing re-imagined : marketing's inevitable shift from exchanges to value cocreating relationships / / Naresh K. Malhotra, Can Uslay, and Ahmet Bayraktar
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	1-63157-434-5
Edizione	[First edition.]
Descrizione fisica	1 online resource (xii, 162 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.812
Soggetti	Relationship marketing Relacions amb els clients - Direcció i administració
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Nota di bibliografia	Includes bibliographical references (pages 135-157) and index.
Nota di contenuto	1. Introduction -- 2. What is relationship marketing? -- 3. B2B relationship marketing -- 4. B2C relationship marketing -- 5. Internal relationship marketing -- 6. Building brand equity through relationship marketing -- 7. Customer relationship management analytics -- 8. Future of relationship marketing -- Notes -- References -- Index.
Sommario/riassunto	Marketing is arguably amidst a paradigm shift. Marketing orientation is shifting away from creating exchanges (sales) to creating value (satisfaction) and relationships (cocreating value). Ultimately, the main objective of all marketing activities is value creation. In vast majority of cases, value is cocreated by several agents, especially the marketers and customers. From a value cocreation perspective, a single transaction can blossom to a process in which the customer and the marketer collaborate (rather than negotiate) for best total value through products, features, delivery terms, maintenance, and financing options for both business-to-business (B2B) as well as business-to-consumer (B2C) markets. Marketers increasingly need to develop and maintain long-term, win-win relationships with customers, distributors, dealers, suppliers, competitors, and other external influencers such as governments, media, nonprofit organizations, and pressure groups. In this book, we advocate an approach for managing customer relationships based on the use of the customer lifetime value

(CLV) metric. Our premise is that measuring and maximizing CLV benefits not only marketers but also customers in measurable and concrete ways. However, in order to fully unlock the potential of the CLV metrics, it is instructive to be exposed to the history and conceptualization of relationship marketing, its three main types (B2B, B2C, and internal), and the nature of loyalty and rewards programs. We conclude with a discussion on the future of relationship marketing and the frontiers of value cocreation. Cases that illustrate the essence of each chapter along with key points to ponder and take-aways are presented therein.
