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~~Chapter 5 — Creating Long Term Loyalty Relationships — | Marketing Management~~
Distribution Channel Marketing Strategy - Case Study (Starbucks) Philip Kotler: Marketing Strategy *Creating Long term Loyalty Relationship How to Uncover What's Actually Holding You Back* | Gary John Bishop on Impact Theory Philip Kotler:

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iWriterly Ep 31 - Paul
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4 Summary

Philip Kotler -
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**Marketing
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With the relationship approach in mind, an integrated view of marketing management will be presented. To do this, the latest research findings in marketing management and

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MANAGEMENT A RELATIONSHIP APPROACH Svend Hollensen ... (TM) concept versus the relationship marketing (RM) concept 8 1.4 Balancing the transactional and relationship concepts throughout the book

13 1.5 How the RM concept influences the traditional marketing concept 13 1.6 Different organisational forms of RM 16

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and on-line
relationships with the
company's customers,
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This has important
implications for the
way that we look at the
marketing discipline in
the individual firm. The
consequence is that
the development of
marketing theory and
practice is undergoing
a paradigm shift from a
transactional to a
relationship
orientation. As many
companies are still
relying on the
traditional marketing
approach, this book ...

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Marketing Management: A Relationship Approach - Danish ...
Relationship marketing is a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales. The goal of relationship marketing (or customer relationship marketing) is to create strong, even emotional, customer connections to a brand that can lead to

ongoing business, free word-of-mouth promotion and information from customers that can generate leads.

What is Relationship Marketing? - Definition from WhatIs.com

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Pearson - Marketing Management, 3rd edn: A Relationship ...

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Management: A Relationship Approach is invaluable reading

for undergraduates studying marketing management in their final year or at postgraduate level and to practitioners and those studying for professional qualifications in marketing management.

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Relationship marketing refers to an arrangement where both the buyer and seller have an interest in a more satisfying exchange. This approach aims to transcend the post-purchase-exchange process with a customer in order to make richer contact by providing a more personalised purchase, using the experience to

create stronger ties.

**Relationship
marketing -
Wikipedia**

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Management: A

Relationship Approach

by. Svend Hollensen.

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This work is written for people, mainly students, who want to know how the relationship and the traditional marketing approach (in combination) affect the development of effective and efficient marketing plans.