



## Handbook on Research in Relationship Marketing (Paperback)

By -

Edward Elgar Publishing Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 234 x 156 mm. Language: N/A. Brand New Book. Successful exchange relationships between organizations and their various partners in those exchanges - suppliers, customers, employees, or a wide variety of other types of exchange partners - have become critical to the overall success of organizations in an economy that is increasingly global, hypercompetitive, and evolutionary. This Handbook highlights relationship marketing as an area of growing interest and ongoing development within marketing, providing key insights that illustrate its important role in guiding customer-directed business strategies. Relationship marketing is an approach to increase long-term profitability through loyal customers. With increased customer retention, fewer resources need to be invested in acquiring new customers and marketing costs go down. The Handbook on Relationship Marketing brings together contributions from some of the leading figures in the field to analyze the role of marketing with suppliers and customers, as well as internal and lateral partners. The Handbook will appeal to scholars and students of marketing and business. It will also be a useful resource for practitioners looking to exploit relationship marketing for better customer retention.



[DOWNLOAD PDF](#)



[READ ONLINE](#)  
[ 2.9 MB ]

### Reviews

*This publication is wonderful. Better than never, though I am quite late in start reading this one. I am very happy to tell you that here is the best book we have read through inside my personal daily life and could be the finest pdf for actually.*

-- **Ms. Sydnee Lesch**

*This type of publication is every little thing and got me to seeking in advance and much more. I could possibly comprehend every little thing out of this created e publication. I am happy to explain how this is the finest pdf we have study in my very own life and can be the greatest ebook for actually.*

-- **Miss Berenice Weimann Jr.**